

MARKETING COORDINATOR

JOB SUMMARY

The marketing coordinator is responsible for providing assistance and support to the Director of Marketing, Fibrebond's marketing objectives and overall company goals. Works closely with the Director of Marketing in developing and implementing projects.

ESSENTIAL FUNCTIONS

1. Makes requested edits and coordinates the printing of marketing material.
2. Assists with design of marketing collateral and creates marketing pieces within existing templates.
3. Responsible for website updates ensuring accuracy of design and communicating the brand.
4. Responsible for updating Fibrebond's social media platforms.
5. Responsible for the online employee store. Fulfills employee store orders.
6. Maintains and tracks inventory of Fibrebond's logo items.
7. Handles trade show coordination. This includes being responsible for booth inventory, show orders, booth shipping and supplying marketing materials and giveaways.
8. Responsible for managing and updating internal digital signs located across campus.
9. Coordinates logo items for employee service recognition awards.
10. Works with vendors on the selection and purchase of logo items for Fibrebond branded items.
11. Orders all company business cards.
12. Assists with planning company events.
13. Supports other departments as needed, including telecom PMs, customer service, safety, and HR for marketing or graphics related projects.
14. Assists with preparations for sales presentations.
15. Maintains organization of all marketing hard copies and digital files.
16. Responsible for taking photos and maintaining a library of images for projects during all phases of production.
17. Responsible for filing expense reports for the Marketing Department.

REQUIREMENTS

18. BA or BS degree preferred in marketing, communications, English, journalism or related field.
19. Two to four years marketing or sales experience preferred.
20. Must be able to demonstrate strong writing and editing abilities, attention to detail, an eye for graphic design and ability to work within and communicate a brand.
21. Must be highly organized and possess ability to handle multiple tasks.
22. Must be computer savvy and be proficient in Microsoft Office. Experience using Adobe Creative Suite preferred.
23. Must be a good listener and pay attention to detail.
24. Must be self-motivated and able to work independently, using sound judgement and taking initiative beyond outlined job responsibilities.
25. Must be a team player and able to work effectively with other employees, managers and customers.
26. Excellent interpersonal skills.
27. Excellent communication abilities required: written, oral and graphical.
28. Must have experience using a camera.
29. Ability to work overtime to meet deadlines when necessary, sometimes on short notice.