



JOB DESCRIPTION – MARKETING COORDINATOR

SUMMARY: The Marketing Coordinator shall be responsible for planning and executing marketing campaigns for the company that are directed at maximizing company profits and developing sales strategies.

The Marketing Coordinator will be involved at all levels of the marketing process and will collaborate with internal teams, vendors, and customers. The individual will perform a variety of tasks, work under general supervision, and need to rely on experience and judgment to plan and accomplish goals.

The role reports directly to the Apparatus Sales Manager and plays a direct role in the management of the company's external communication, image and marketing efforts.

ESSENTIAL DUTIES AND RESPONSIBILITIES include but are not limited to the following:

1. Coordinate marketing campaigns with sales activities.
2. Create, update, and distribute all marketing material in line with marketing plans to include online and print.
3. Plan and implement promotional campaigns.
4. Manage and improve lead generation campaigns to include measurement of results.
5. Monitor and report on effectiveness of marketing communications.
6. Work closely with 3rd party marketing firm and participate in monthly marketing meetings.
7. Manage Vendor Marketing Development Fund (MDF) spreadsheets and process invoices for reimbursement
8. Manage Customer Sponsorships (golf, open houses, award banquets, etc).
9. Download pictures from OEM Flickr page and maintain apparatus photo database.
10. Submit material for monthly Fire Service Magazine Advertisement.
11. Create new delivery blogs on website.
12. Manage social media pages (post content daily and interact with customer pages) – Facebook, Instagram, Twitter, etc.
13. Plan trade shows, customer events, and meetings by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments.
14. Organize/inventory show supplies.
15. Maintain and update company website (blog posts, recent deliveries, etc.).
16. Collaborate with members of Executive Management team and other employees to develop website blog posts.
17. Coordinate and deliver email blasts and customer surveys using Constant Contact.
18. Maintain inventory of product brochures.
19. Manage annual OEM calendar order.
20. Manage vendor rebate programs.
21. Support sales staff with bid/proposal support, retrieving past order info, and other administrative duties.
22. Assist with the coordination of annual apparatus and ambulance sales meetings.
23. Assist with the management of Pierce and other OEM certifications.
24. Arrange Pierce demo schedules with sales reps.
25. Organize and Plan customer events to include online invitations and registrations.
26. Create ads for customer sponsored publications, annual Who's Who, etc.
27. Other duties as assigned by the President to accomplish the mission and vision of Ten-8.

SUPERVISORY RESPONSIBILITIES: This position will have no direct reports.

QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential function with excellence and a philosophy of continued improvement. The requirements listed below are representative of the knowledge, skill and/or ability required.

LANGUAGE SKILLS: Excellent written and verbal communication skills. Proficient verbal communication skills, in English, are required.

EDUCATION: Bachelor's degree or 3-5 years prior experience working in a marketing department or related field is a preferred.

MATHEMATICAL SKILLS: Ability to apply concepts of basic mathematics, algebra and geometry.

REASONING ABILITY: Ability to apply common-sense understanding while carrying out instructions using written and oral communication. Ability to resolve problems and recommend improvements in all areas of responsibility.

OTHER SKILLS AND ABILITIES:

- Proficient in Microsoft Outlook, Word, Excel and PowerPoint
- Proficient in Adobe Suite Products (Photoshop, Illustrator) is preferred
- Knowledge of Social Media websites
- Knowledge of WordPress is preferred
- Knowledge of Constant Contact is preferred
- Ability to prioritize and manage multiple task/projects simultaneously to meet strict deadlines.
- Proven ability to think creatively.
- Excellent organizational skills.
- Detail oriented with a focus on continued improvement.
- Knowledge of CRM applications.
- Knowledge of Fire & EMS Apparatus preferred.
- Knowledge of Fire & Emergency Services Industry preferred.