

Marketing Coordinator Position

Role Brief

We are seeking a highly motivated and detail-oriented Marketing Coordinator to join our dynamic sales & marketing team. The Marketing Coordinator will play a crucial role in supporting and implementing various marketing initiatives to drive brand awareness, customer engagement, and lead generation. This individual will work closely with the marketing team to assist in the execution of marketing campaigns, coordinate marketing activities, track performance metrics, and contribute to the overall success of our marketing efforts.

Responsibilities

- Assist in the planning and execution of marketing campaigns across various channels, including digital, social media, email marketing, and traditional advertising.
- Collaborate with internal teams and external vendors to ensure timely and accurate execution of marketing initiatives.
- Coordinate and manage logistics for marketing events, trade shows, conferences, and sponsorships.
- Support the development and production of marketing collateral, such as brochures, presentations, sales materials, and website content.
- Monitor and report on the performance of marketing campaigns, tracking key metrics and providing insights to optimize future initiatives.
- Assist in managing social media platforms, including content creation, scheduling, community engagement, and performance tracking.
- Coordinate email marketing campaigns, including list management, content creation, and campaign analysis.
- Assist in maintaining the marketing budget and tracking expenses.
- Support the marketing team in day-to-day administrative tasks and ad-hoc projects as needed.

Qualifications

- Bachelor's degree in marketing, communications, or a related field.
- Proven experience (1-3 years) in a marketing or related role, preferably in a startup environment.
- Excellent organizational and project management skills with the ability to handle multiple tasks simultaneously and meet deadlines.
- Strong written and verbal communication skills, with attention to detail and accuracy.
- Proficient in using marketing software and tools, including email marketing platforms, content management systems, social media management tools, and analytics platforms.
- Familiarity with SEO, SEM, and digital advertising best practices.
- Knowledge of graphic design principles and experience with design software (e.g., Adobe Creative Suite) is a plus.
- Ability to work effectively both independently and collaboratively within a team.
- Strong analytical and problem-solving skills, with the ability to interpret data and provide actionable insights.
- A creative mindset with a passion for marketing and staying ahead of industry trends.