

JOB DESCRIPTION

Position Title: Marketing Coordinator
Department: Marketing
Reports To: Vice President, Global Marketing
FLSA: Exempt
Survey Job Code: 8391 - 8394
Survey Job Title: Marketing Coordinator

Summary:

The Marketing Coordinator provides project management and administrative support, assists with marketing operations and sales support as assigned by the Marketing Team. Works independently on special projects according to agreed timelines and special requests.

Essential Duties and Responsibilities:

- Support the marketing team in implementing tactical events and programs, and provide project and administrative support. Supports the development and distribution of marketing and sales materials.
- Preparation of PowerPoint presentations and Excel spreadsheets as directed by Director of Marketing, Product Manager, and Sales Training & Clinical Education Manager.
- Assists in production of advertising, marketing brochures, sales kits or other promotional materials
- Plans and execute marketing events such as trade shows and conferences.
- May write articles and design layouts.
- Interface with internal (especially the sales team) and external customers along with marketing vendors.
- Act as internal liaison and develop report structure to assist in prioritizing departmental projects.
- Coordinate web content updates, corporate mailings and direct mail. Assist with tracking website stats.
- Assist with the execution of marketing programs & promotions.
- Manage corporate style guide.
- Generate and track purchase orders and invoices.
- Answer public relations, marketing and training emails.
- Maintain and update customer databases, subscriptions and publication library.
- Coordinates all activities associated with the expediting of trade shows. May collect, track, and analyze sales leads generated by trade show.
- Responsible for the planning and execution of marketing events such as trade shows, which includes any preparations required for company participation.
- Assist with coordination of training, and other special projects as assigned.
- Manage planning and implementation of tradeshow and exhibits. Distribution leads, and track follow-up process
- Maintain inventory of promotional materials.
- Manage direct marketing campaigns from planning to delivery and measurement of effectiveness, including newsletter creation and distribution, email campaigns, online and print advertising.
- Manage prospect and customer database management and input for direct marketing campaigns.
- Manage collateral projects as defined by Marketing Department: content collection, production and printing/ distribution and inventory management
- Maintain files and information for key vendors such as contacts, solution description, active deals, regional contacts, agreements, specific product information/versions of integration, marketing events, seminars, quotes, RFPs and website content
- Other support and administrative activities as needed for marketing and sales department

Education, Training, Skills and Experience Requirements:

- Minimum 2 years of marketing experience. Experience medical device industry a plus.
- Must know and understand advanced features of Excel, Word, Outlook, PowerPoint and knowledge of HTML.
- Strong organizational and project management skills with the ability to multi-task.
- Excellent verbal and written communication skills, attention to detail and high level of customer service skills.
- Experience managing outside agencies and vendors.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to stand; walk, and sit for extended periods of time.

Print Name

Employee Signature

Date