

## **MARKETING COORDINATOR**

**Purpose of Position:** Plan and implement business development strategies and campaigns including production and distribution of marketing and advertising materials, brochures, sales kits, and other promotional materials.

**Duties Include:**

- Maintain and update CEC web site and social media.
- Maintain and update company brochure.
- Prepare and maintain annual marketing calendar.
- Maintain and update marketing database.
- Prepare advertisements for various publications.
- Research and draft company newsletters for electronic and/or hard copy mailing.
- Research and draft business development letters and other marketing or business development pieces.
- Prepare trade show and other business development presentations. Attendance at presentations may be required.
- Monitor budget and cost effectiveness of marketing strategies and make recommendations as appropriate.
- Perform administrative tasks including word processing of project correspondence, contracts, and reports; preparation of spreadsheets, handling incoming and outgoing correspondence, digital photo processing and editing, digital graphics processing, record keeping and filing, composing correspondence, and operation of a variety of office machines (printers, copiers, fax, scanner, etc.).
- Serves as backup to Receptionist; screening calls and visitors, referring same to appropriate staff, filing, and miscellaneous administrative tasks.
- Serves as backup Bookkeeper, as needed, including data entry, accounts receivable, and accounts payable.
- Assists staff in a wide variety of additional responsibilities and special projects, upon request.

**Position Type:** Full time, Regular, Administrative, Non-Exempt.

**Qualifications:** Five years of progressively more responsible administrative and marketing experience; good interpersonal and organizational skills; excellent word processing and computer skills required (Microsoft Office, Adobe, and Photoshop). Skill in use of office machines. Ability to communicate effectively with others, both orally and in writing. Valid driver's license is required.

**Nature and Purpose of Personal Contacts:** Directly supervised by Administrative Department Head. Communicates directly with CEO, department heads, engineering staff, and other administrative personnel.

**Work Environment and Physical Demands:** Most work is performed in an office setting with occasional trips to vendors, project sites, or other miscellaneous errands. Approximately 70% of the work is sedentary; the remaining 30% of the work often requires sustained periods of standing and/or "running around". Work often involves meeting a series of deadlines, imposed by others, which must be met.