



JOB DESCRIPTION

Job Title: Senior Marketing Coordinator
Department: Marketing
Reports To: Vice-President, Sales & Marketing
FLSA Status: Exempt
Approved By: President
Approved Date: 09/06/2018

Summary: Bright, creative and organized individual needed to drive Thern's efforts in lead generation, research market trends, assist with product pricing and coordinate activities with third party agencies.

Essential Duties and Responsibilities: including, but not limited to the following.

- Point person for creation of social media content as well as maintenance of all social media accounts, ensuring engagement and driving relevant followers.
- Maintain website content and ensure that information is accurate, up-to-date and engaging.
- Drive lead generation and follow-up in conjunction with 3rd party agencies and sales team utilizing CRM and other tools.
- Develop and manage survey methods to monitor customer satisfaction and other key factors.
- Assist with the development of market segmentation, identifying sales channels and targeting key customer accounts
- Lead research activities to compile prospect and customer lists through surveys, internet searches, interviews, and other methods as necessary.
- Assist with market research, customer surveys, competitor analysis, and other activities as necessary to understand market segments and develop marketing plans.
- Maintain and coordinate marketing materials such as photographs, electronic information, prospect and customer database files, in conjunction with 3rd party agencies.
- Assist other sales and marketing functions by contacting customers, answering inquiries, providing for follow-up with customers and prospects, and offering other assistance as required.



- Coordinate the creation, development and production of internal and external communication and marketing tools working with resources as necessary to complete electronic and printed materials as required for sales, marketing and general corporate functions.
- Develop and maintain a proficiency at using various desktop publishing software such as: InDesign, Wordpress, Photoshop, Acrobat, Illustrator, Mappoint, etc.
- Assist with the management and coordination of trade shows, training sessions, seminars, and other special functions as needed.
- Assist with the execution of advertising plans working with established resources to carry out media placements, public relations, and other advertising activities according to established schedules and guidelines.

Supervisory Responsibilities: None. Does involves supervising projects including providing direction to peers and 3rd party agencies. May involve supervising marketing intern(s).

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience: Four-year degree and 2-3 years related experience and/or training.

Language Skills: Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees.

Creative Skills: This person must demonstrate the ability to provide creative direction in the development of web based and printed materials. Must be able to capably create/write product promotional material.

Mathematical Skills: to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

Reasoning Ability: Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills: To perform this job successfully, an individual should have knowledge of Desktop Publishing software, Database software; Spreadsheet software and Word Processing software.

Certificates, Licenses, Registrations: None required.



Other Qualifications:

- Ability to work with multiple functions to coordinate the flow of information.
- Strong verbal and written communication skills.
- Familiarity with different file types such as jpeg, tif, eps, pdf, dwg, and others.
- Accuracy, thoroughness and timeliness.
- Ability to meet deadlines and juggle multiple projects.
- Ability to understand product and organize information.
- Creative ability, to organize information and perform basic layout.
- Ability to travel as required to attend trade shows and call on customers with the sales department.

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 sit and use hands to finger, handle, or feel. The employee is frequently required to reach with hands and arms and talk or hear. The employee is occasionally required to stand; walk and stoop, kneel, crouch, or crawl. The employee may occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet.

Equal Employment Opportunity: Thern, Inc. is an Equal Opportunity Employer. Thern does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law. All employment is decided on the basis of qualifications, merit, and business needs.