

*NC Custom is the promotional products arm of Nassau Candy, a leading importer, manufacturer and distributor of candy, specialty confections, fine food. Its family of brands include Chocolate Inn, Taylor & Grant, Lanco, Amusemints and SPD / Shoreline.*

We are currently looking for a dynamic **Marketing Coordinator** to join our growing NC Custom Marketing and Product Development team.

This role will support all marketing initiatives and multiple sales teams in executing value marketing to both distributors and end users.

**Responsibilities:**

Reporting to the Marketing Director, this role will manage day-to-day execution of programs and websites and proactively take steps to work cross functionally to support sales efforts, prioritizing clear communication, exceptional detail-orientation, and strong willingness to learn.

**Content Creation**

- Create email marketing flyers for distributors and sales
- Help support internal and external sales teams through flyers, sell sheets, mail merges, product sheets, case studies
- Request samples and coordinate photography for new products
- Work with creative team to create video series on new products and capabilities
- Create Ongoing Case studies and blogs to support sales and distributors
- Work with creative team to create catalogs and brochures for multiple divisions
- Maintain and update all partner distributor portals with sell sheets and new products
- Plan and coordinate marketing schedule & strategy throughout the year with Marketing team

**Email Marketing**

- Create and send out all promotional emails for multiple divisions of the company in both promo and souvenir
- Create distribution sheet for internal Marketing Group
- Distribute all outgoing email marketing internally and schedule email release
- Create necessary custom groups & list for targeted marketing
- Create content and send out monthly email Mail Merges that are sent from different user profiles with a custom message to specific companies, regions, trade show or accounts.
- Send out any personal follow up emails to companies or trade show attendees from the sales team
- Report statistics on all email marketing

## **Website & Web Marketing**

- Maintain website – product updates, copy, images, pricing, banners, blogs, flip catalogs, etc
- Add new products, related products, landing pages and specials
- Responsible for updating & addressing PromoStandards initiative
- Direct contact for website issues with outside vendor
- Build out keywords for ASI & SAGE
- Maintain the product data and placement of products for ESP, SAGE, Distributor Central, CommonSKU and ensure all products, spreadsheets, promotions are current and running effectively
- Social media updates and posts, blogs, videos, content (and actively participate in Facebook groups, CommonSKU groups, etc.)
- Involved in all web based promotional campaigns (specials, coupons, etc.)
- Maintain marketing calendar and schedule

## **Trade Show Coordination**

- Create the planogram for upcoming industry trade shows (virtual and in person)
- Coordinate the shipping of booth and materials to and from trade show or ensure the virtual booth is set up and all materials and videos and products are uploaded
- Ensure proper credentials are in place for attendees / presenters for virtual
- Make sure all samples, giveaways and marketing materials are ready for the upcoming trade show
- Audit the return shipment to assess any damage and missing product
- Coordinate smaller trade shows with the sales team to ensure they have all of the necessary materials
- Create and order booth graphics and necessary materials for trade shows

## **Qualifications:**

- Bachelor's Degree in marketing or related field of study
- At least two (2) years of experience in a similar role in a PROMOTIONAL PRODUCTS environment.
- Strong computer and social media / marketing experience
- Ability to work independently as well as within a team in a timeline-driven environment
- Promotional products industry experience a HUGE plus

We are an Equal Opportunity Employer