



## Marketing Coordinator

**Department:** Marketing  
**Location:** Appleton, WI  
**Reports to:** Senior Engagement Marketing Manager

**Direct Reports:** N/A  
**Exemption status:** Non-Exempt

### Purpose

Reporting to the Senior Engagement Marketing Manager, the Marketing Coordinator is a key support position within the Marketing Department who will help contribute to providing a positive overall customer experience. This position is responsible for the prompt and accurate management of incoming communication to the marketing department including answering questions and turning requests into action. The marketing coordinator also provides critical support and coordination of Marketing Service Programs, as well as the flawless coordination and execution of our customer events.

### Responsibilities

#### Internal & External Communications

- Complete daily administrative tasks including the management of critical department Inboxes and answering/responding to inbound calls to department phone line.
- Support coordination and deployment of assigned internal and external communication.

#### Coordinate and Support Execution of Marketing Services Programs

- Onboard and setup new accounts to Marketing Services Programs
- Execute email marketing and social media campaigns for current accounts
- Coordinate the delivery of program analytics to accounts
- Support ongoing enhancements to Marketing Services Programs
- Coordinate necessary updates to program process documentation.

#### Event Coordination

- Assist in planning and managing trade shows, conferences, events and meetings by identifying, coordinating and assembling requirements, developing assignments and schedules, coordinating mailing lists and establishing contacts as needed.

#### Marketing Support

- Assist in the coordination of the execution of traditional or digital campaigns as needed
- Assist with special marketing projects as assigned

## Qualifications

### Education/Experience:

- Bachelor's degree in Marketing, Communications, Public Relations, or Advertising preferred
- 1 - 3 years of previous marketing or coordinator experience
- Project management experience and time-management skills required
- A sense of urgency and respect for established deadlines
- Promotional Product Industry Experience preferred
- Platform experience with marketing automation, social media scheduling including but not limited to Hubspot, Sprout Social, Canva
- Social Media experience: Facebook, LinkedIn, Pinterest, Instagram, YouTube, TikTok

### Knowledge/Skills/Abilities/Competencies:

#### Personal Leadership

- Agile & Adaptable: Responds to change and uncertainty with confidence and openness; seeks new experiences to develop skills; solicits and acts on feedback; learns from experiences; not afraid to take risks.
- Accountable: Accepts responsibility for one's own performance and actions; follows through on commitment; assumes positive intent in others; treats others objectively and consistently; acts with integrity.
- Courageous: Confronts difficult issues objectively and supports others who do the same; champions new ideas; manages personal discomfort in difficult situations.

#### Thought Leadership

- Solves Problems: Seeks out and considers relevant data, intuition, ideas, and experience to make decisions and solve problems; effectively and efficiently integrates information from diverse sources; thoughtfully considers alternative solutions and perspectives.
- Strategizes: Thinks critically; understands implications of decisions; shares ideas for improvement; sees how his/her work relates to the work of other teams in the organization as a whole; knows which people in the organization need to be informed, what they need to know, and when to tell them.
- Innovates: Generates new ideas that add value; nurtures fresh approaches and appropriate risk taking; seeks alternative points of view; approaches problems with curiosity and generates creative solutions

#### Team Leadership

- Collaborate: Works effectively with others to meet goals and satisfy business objectives; develop and maintain strong relationships with internal/external partners; seek buy-in of stakeholders; deals with disagreements or different points of view in a constructive manner; maintains positive relationships even under difficult circumstances.
- Communicate Effectively: Listens attentively and with empathy to concerns of others; adjusts message to the audience; keeps people up to date with relevant information; speaks and writes clearly; encourages others to express views, even unpopular ones.
- Manage Talent: Willingly shares expertise and experience with others.
- Engage & Inspire Others: Conveys trust in people's competence to do their jobs; creates a feeling of energy, excitement, and personal investment; inspires others to excel; recognizes performance that exceeds expectations.

#### Results Leadership

- **Manages Execution:** Manage resources and time to achieve business objectives; prioritizes goals; works quickly to get things done.
- **Drives for Results:** Fosters a sense of urgency and commitment to achieve goals and create an Owner focused environment; takes initiative to proactively address critical issues; carefully considers compliance and regulatory obligations.
- **Maximizes Productivity:** Identifies ways to streamline and improve efficiency of work; ensures that defined processes, quality standards, and best practices are executed as designed.

### **Working Conditions**

Prolonged periods sitting at a desk. Use of computers and computer systems to process information for prolonged periods. Flexibility for overnight travel of approximately 10%.

*Please note this job description is not designed to cover or contain a comprehensive listing of functions or responsibilities that are required of the employee for this job. Functions and responsibilities may change at any time with or without notice.*