

# Marketing Coordinator

Full Time

On-site, Mt. Laurel, NJ, US

## FLSA Status

Non-exempt

## Job Summary

This position performs a wide range of marketing and administrative responsibilities and clerical support activities related to office management, event management, general administration, sales and marketing, graphic design support and special projects as needed. The individual must be professional, have a strong work ethic, be highly organized and have the ability to work autonomously as well as in a team. This role offers an exciting opportunity for someone looking to develop their career in marketing and gain hands-on experience in a fast-past environment.

**Essential Duties and Responsibilities** include the following. Other duties may be assigned.

- Professionally and effectively manage all communications and involvement with state veterinary medical associations, industry magazines, veterinary hospitals, trade show organizations and high-level contacts inside and outside the company relating to sponsorships, events/tradeshows, advertising deadlines, etc.
- Management of tradeshow and meeting materials & logistics
- CE/Tradeshow pre and post-show plan/execution, coordinating shipping of materials, and follow-up
- Responsible for continuing education/event sponsorship and registration paperwork, tracking payment and keeping sales team aware of all pertinent meeting details
- Creative/design work utilizing Adobe Creative Suite
- Plan, create, organize and execute marketing strategies and advertising campaigns
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  - Direct Mail (ability to utilize mail merge)
  - E-blasts
  - Ads both print and digital
  - Special group shipments
- Promotional items/marketing materials inventory management
- Management of social media channels and efforts, increase social presence and brand awareness
  - Create, plan and schedule monthly calendar each month with regular posts through Hootsuite including graphics
  - Interact and address messages/reviews/recommendations
  - Address/forward inquiries as needed
- Manage and make edits and necessary updates via Wordpress to 4 websites: Epicur Pharma, Stokes Pharmacy, Stokes Healthcare, and iFill
- Maintain sales team calendar of events

- Plan and organize, promote and execute national webinars and all tasks around this pre and post event including issuing and management of RACE CE certificates and attendee correspondence
- CRM database management
  - Clean-up
  - Import and integrate new contacts/accounts
  - Distribute leads accordingly to sales team
- Maintain sales/marketing expense spreadsheet
- Promote organization and increased efficiency
- Provide administrative support related to any general administration, office management and/or fellow co-worker needs
- Provide sales team support (fielding phone calls, seeking out answers, sending out marketing materials/requests, etc.)
- Special projects as assigned

### **Required Education and Experience**

- Associates Degree or college coursework preferred
- Previous marketing experience preferred
- Knowledge of marketing digital tools and techniques
- Must have exceptional PC knowledge including the ability to effectively use Excel, Word, and PowerPoint
- Proficient in Adobe Creative Suite/graphic design
- Proficient in Wordpress
- Experience coordinating conference/meeting materials and logistics preferred
- Ability to self-teach and quickly learn new software
- A passion for learning new technologies and staying abreast of best-practices
- Strong problem solving abilities
- Excellent organization skills and strong attention to detail
- Prioritizes deliverables and efficiently manages time
- Must be flexible and have the ability to switch from task to task as needed
- Excellent written and verbal communication abilities
- Ability to work in a fast-paced environment
- Must exhibit punctuality and low absenteeism
- Ability to work independently and as part of a team

### **Competencies**

- Communication Skills
- Detail Oriented
- Organizational Skills
- Technical Capacity

### **Supervisory Responsibility**

This position has no supervisory responsibilities.

**Work Environment**

This job operates onsite, primarily in an office environment. This position requires the use of standard office equipment, and frequent standing and walking.

**Language Skills**

Must be able to read, write, speak and understand English fluently and have the ability to read and interpret documents such as operating and maintenance instructions and procedure manuals.

**Mathematical Skills**

Uses addition, subtraction, multiplication and the division of numbers including decimals and fractions when checking of reports, forms, records and comparable data where interpretation is required involving basic skills knowledge.

**Reasoning Ability**

Must have the ability to solve practical problems and deal with a variety of concrete variables in situations where substantial standardization exists. Must be able to interpret instructions furnished in written, oral, and diagram or schedule form.

**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.

- May sit, stand, stoop, bend and walk intermittently during the day
- May sit or stand eight (8) to ten (10) hours per day
- Finger dexterity to operate office equipment required
- May need to lift up to fifty (50) pounds on occasion

**Position Type and Expected Hours of Work**

This is a full-time position. Because of the nature of the business, work schedules may vary at times.

**Travel**

No travel is expected for this position.

**Disclaimer**

The above job description is intended to describe the general nature and level of work being performed by employees assigned to this job. It is not designed to capture or illustrate a comprehensive list of all responsibilities, duties, and skills required of employees assigned to this job.

**AAP/EEO Statement**

Stokes Healthcare is an Equal Employment Opportunity and Affirmative Action Employer.