

Marketing Coordinator

Assist with the marketing of industrial X-ray products and services by developing and implementing marketing, social media, and advertising campaigns; updating the website content; creating collateral; tracking sales data; maintaining promotional materials inventory; planning meetings and trade shows; managing data bases; preparing reports.

Job Description:

- Create, deliver, edit, and optimize marketing materials.
- Prepare product data sheets, brochures, and digital promotional material.
- Maintain inventory for all marketing and promotional materials.
- Research competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising, maintaining research databases.
- Monitor, maintain, and edit website and act as a liaison with website developers.
- Manage marketing budgets by comparing and analyzing actual results with plans and forecasts.
- Responsible for planning and coordinating events, meetings, and tradeshow from inception to completion; to include research, budgeting, scheduling, planning, logistics, advertising, and onsite oversight.
- Coordinate flow of information and communication and disseminate it accordingly to plan/strategy.
- Research media coverage and industry trends.
- Collect, analyze, and report upon relevant sales data.
- Organize and attend trade shows as scheduled.
- Travel is approximately 25%.

Essential Skills:

- Bachelor's Degree in Marketing, Communications, or a related discipline
- Three (3) to five (5) years of experience in a marketing role; ideally for a technology company
- Experience in managing marketing concepts, practices, and procedures.
- Proficiency in MS Office 365 and Adobe Creative Cloud.
- Well established interpersonal skills coupled with very strong verbal and written communication skills.
- Must be self-motivated with a positive attitude and the flexibility to accept change and adapt to new policies and procedures.
- Utilize honed time management and organizational skills to successfully multi-task in a fast-paced evolving team-oriented environment.
- Legally authorized to work in the US and able to successfully pass a complete background check and drug test.

Non-Essential Skills:

- Graphic design experience
- Familiarity with the NDT industry
- Knowledge of WordPress, photography and video skills
- Prior experience managing social media platforms.
- Established skills creating technical documents and product data sheets
- Bilingual

Physical Demands:

- Regularly required to sit, walk and stand
- Expected to effectively communicate in person, on phone, and via email and other electronic devices on a continual and repetitive basis.
- Will need to repeatedly use hands to finger, handle, feel and operate standard office equipment
- Day to day responsibilities could require lifting and moving of materials up to 25 pounds.
- Occasionally will be required to lift, move, erect and assemble marketing and tradeshow materials and equipment up to 50 pounds and of varying height, length and width dimensions.
- Specific vision abilities required include close vision, distance vision and the ability to adjust focus.

Mental Demands:

- On a regular basis, will be required to:
 - use written and oral communication skills
 - read and interpret data, information and documents
 - analyze and solve non-routine and complex office administrative problems
 - be creative, make judgements, use reasoning and make decisions
 - observe and interpret situations
 - learn and apply new information or skills
 - perform detailed work on multiple, concurrent tasks
 - work under intensive deadlines with frequent interruptions
 - interact with internal and external customers holding positions from a wide array of disciplines and organizational hierarchy levels
- Must be able to fulfill essential job function in a consistent state of alertness and safe manner