



Job Description

Position Title	Department	Reports to
Marketing Coordinator	Marketing	VP; Marketing
Employment Status	FLSA Status	Effective Date
<input type="checkbox"/> Temporary <input checked="" type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time	<input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/> Exempt	November 2020

POSITION SUMMARY

As Marketing Coordinator at STARC Systems, you will support the expansion of STARC's brand and demand generation efforts by collaborating across Marketing, Sales, Product, external agencies, and publications. You will implement and monitor marketing channel programs and tactics that align with the business goals, build brand awareness, and generate leads and demand. You would play a critical role in online and offline event-based marketing programs, including where they connect to broader marketing strategies.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The essential functions include, but are not limited to the following:

- Collaborate cross-functionally to fully understand STARC solutions and services; develop and deliver effective external facing marketing and sales materials
- Develop, manage and/or design layouts of communications such as internal/external presentations, newsletters, event support materials including internal and external events/webinars, research papers, and sales collateral
- Coordinate marketing strategies throughout direct and indirect sales channel
- Support product launches, promotions, and distribution activities
- Serve as point of contact for external association partnerships/sponsorship programs
- Manage sponsorship packages to maximize exposure and yield from integrated programs
- Collaborate cross-functionally and with Marketing Director to execute on sponsorship benefits and activities such as webinars, event speaking/hosting, conferences, and other campaign tactics
- Oversee and execute annual tradeshow plans
- Manage and execution of in-person and virtual client events
- In conjunction with Marketing Director, develop ROI of efforts
- Collaborate with the Marketing Director and team members to plan, create, implement, and analyze digital marketing strategy and tactics, including social media policy and guidelines
- Following established brand guidelines, help contribute to positioning, design, and assets for web updates, landing pages, and social media posts
- Use marketing software to target, nurture, and score new prospects generated from sponsorship and event marketing programs.
- Provide reporting and insights from integrated programs under management including ROI analysis

MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)

- Bachelor's Degree in Marketing, Communications or Business
- Three to five years of marketing experience
- Strong communications and project management skills
- Strong deadline management, organization skills and attention to detail
- Ability to prioritize & reprioritize, can handle high workload and multiple priorities at same time
- Proficient with common digital marketing software (Wordpress, Hubspot, MailChimp, or)
- Proficient with design software (ie: Affinity Designer)
- Proficient with social media platforms building B2B brands via LinkedIn, Twitter.
- Ability to effectively interact with external and internal stakeholders
- Highly motivated self-starter who can work independently
- Ability to learn new tools quickly
- Excellent, agile project management skills
- Excellent verbal, presentation, and written communication skills
- Proficient with Microsoft Office Suite

PHYSICAL DEMANDS AND WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions. While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; and reach with hands and arms. The employee must occasionally lift and/or move up to 20 pounds. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to moderate.

NOTE

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

Reviewed with employee by

Signature: _____ **Name (print):** _____

Title: _____ **Date:** _____

Received and accepted by

Signature: _____ **Name (print):** _____

Title: _____ **Date:** _____

STARC Systems is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.