



**POSITION:** Marketing Coordinator

**Reports to:** Director of Marketing & Communications

**Position Summary/Objective:**

The Marketing Coordinator demonstrates our core values of servant leadership, passion, bias for action, right thinking, and continuous learning in all their work. This position is responsible for supporting the marketing efforts of Industrial Training Services, including, but not limited to, conducting market research, implementing product marketing strategies, collaborating with sales teams to execute product promotions and implementing sales and marketing strategies to achieve annual goals.

**Summary of Responsibilities:**

1. Digital Channels / In Bound Marketing
  - Manage the company website, including content development, design, automation, and reporting.
  - Coordinate and manage the email communication platform from design to delivery, with a focus on contact management best practices and lead generation.
  - Manage social media pages, including responses, with current, branded content that advances the image and goals of ITS
  - Conduct ad campaigns on Facebook, LinkedIn, and Google as determined by marketing and sales budgets and plans.
  - Identify any untapped opportunities for connections and lead generation and collaborate on strategies to capitalize on them.
  - Track KPIs for website, socials and campaigns using G4 and available analytics.
  - Help create targeted messaging for target audiences to obtain the most effective reach.
  - Implement Sales, Product and Marketing teams integrated strategies to achieve goals.
  - Identify untapped opportunities via lead tracking and analysis and develop strategies to close the gap.
  - Track and record campaign results, primarily for ITS-managed digital channels, and assist in modifying strategies as needed.
  
2. Sales Campaigns and Promotions
  - Collect and use market data to produce targeted campaigns for ITS products and services.
  - Manage product promotions and sales campaigns and determine strategies for implementation.
  - Work with Sales to schedule and coordinate campaigns and targets.
  - Collaborate with Sales and Marketing teams on planning for sales event attendance.



- Manage and organize physical promotional material by coordinating requirements with Director of Marketing & Communications and other stakeholders, inventorying stock, placing orders, and verifying receipt.
  - Support Sales and Marketing teams on integrated strategies to achieve joint sales targets and goals.
  - Track and record campaign results and assist in modifying marketing strategies as needed. Including managing client database.
3. Product Marketing
- Understand the buyer persona and create targeted messaging for the most effective reach.
  - Organize and implement product promotions, launches, and changes.
  - Strive to optimize the buyer/user journey and collaborate on customer experience improvement strategies.
  - Identify untapped opportunities via lead tracking and analysis and assist in developing strategies to close the gap.
4. Content Management & Development
- Lead role in collaborating with the sales, product and marketing teams in the development and communication of product information and value both internally and externally.
  - Develop and create content such as presentations (for internal and external use), website copy, blog posts, press releases, case studies, white papers, graphics, and videos.
  - Assist in managing the company website, email communication platform, social media pages, and pulling KPIs.
5. Other
- Support internal communication strategies, implementing the effort across multiple operating areas to ensure that current Sales/Marketing efforts are understood and implemented.
  - Manage adherence to company branding guidelines.
  - Ensure that products and services align with the ITS brand.
  - Assist Director of Marketing & Communications in the development of marketing strategy, marketing plan, budget, timeline, and the optimization of the ITS brand.

#### Measurements:

- Daily/Weekly check-ins with Director of Marketing & Communications.
- Achievement of annual agreed-upon growth initiatives and goals
- Adherence to ITS corporate policies and procedures



**Education/Experience:**

- 2+ years previous experience in marketing with an understanding of effective sales and marketing strategies, tactics, and channels.
- Bachelor's degree, with a preference for focus in marketing, communications, or public relations.
- Exceptional communication and presentation skills.
- Ability to advocate product and sales strategies.
- Proficient using Microsoft Office 365 and Canva.
- Experience with Constant Contact/MailChimp and social media applications.
- Copywriting and graphic/digital design experience preferred.
- Event management experience helpful
- Excellent critical thinking and problem-solving skills.
- Strong attention to detail
- Ability to quickly prioritize and organize essential tasks.
- Passion for understanding trends in the marketing industry and its best practices.
- Confident contributor who can accept and implement constructive feedback.
- Team player who collaborates with ease and maintains contagious creative energy.
- Willing to grow and collaborate with others to develop the best strategies possible.
- Proven success working both individually and as a team member.

*Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.*

*Due to the collaborative nature of the workload, this position will be an on-site role and the work schedule will be managed in accordance with ITS employment policies.*

*Travel is minimal, but sometimes required.*