



Marketing Coordinator

Position Description

General Description

The primary role of the Marketing Coordinator is to assist the Sales team with product knowledge and presentation of software solutions to prospects and customers to secure new business.

Primary Functions

- Trained and educated on all AgTrax software solution functionality – Supportive of demonstrating system modules to customers & prospects.
- Thorough understanding of each customer's system setup (obtained from Sales) to enhance demo presentations, using names, data and module mix specific to the customer.
- Develop necessary Marketing tools & content (Literature, Website, eCommunications, Webinars), supportive of Sales needs.
- Manage Facebook, LinkedIn & Twitter social media accounts in coordination with the Director of Sales & Marketing.
- Manage video library, including library content, campaign scheduling and creation, and video production and editing.
- Coordinate & secure Media/Advertising placements in conjunction with the Director of Sales & Marketing
- Coordinate & secure Association Memberships & Listings and develop Directory Ads.
- Coordinate & secure National & Regional Tradeshows (Registrations, Exhibit Displays, Lodging, Swag Giveaways).
- Supports prospecting new employees (Creating job ads, managing our Handshake page, distributing resume's to the appropriate department directors, planning/scheduling job fairs).

Desired Skills

- Thorough organization, utilizing CRM tools along with Design & Windows applications.
- Good written and verbal communication skills.
- Team player.
- Outgoing personality.

Experience or Education

- Two years' experience in copywriting.
- Two years' experience in marketing communication.
- Two years' experience in web & graphic design.
- Sales aptitude and experience.
- Technical software experience, with AgTrax exposure helpful.
- Experience coordinating multiple projects, assignments and events.
- Extensive knowledge of Ag retail business operations, with Coop exposure helpful.

Work Status

- Full-Time.

Travel

- Position may require occasional overnight travel.

Reporting

- This position reports to the Director of Sales & Marketing.