



## MARKETING COORDINATOR: POSITION DESCRIPTION

### HOURS:

- Monday to Friday 8:00 a.m. - 5:00 p.m.
- 1 hour per day for lunch
- Overtime / Weekend hours as requested by Director of Sales

**POSITION RESPONSIBILITIES:** This position is primarily responsible to maintain and grow the company's digital presence, maintain and build brand awareness, outbound / inbound marketing initiatives for lead generation and to expand the company's global reach. This person must be able to take initiative and accurately represent the products and services of NCA in a consistently professional manner in marketing campaigns. Attention to detail, accuracy and consistency are essential in this position.

### KEY QUALIFIERS:

- Small or mid size company experience.
- 2+ years of B2B marketing experience, preferably in technical equipment space.
- Post-secondary education in Marketing or Business Management.
- High proficiency in the English language with excellent written and verbal communication skills.
- Additional language skills such as Spanish or French will be a plus.
- Must be a good team player.
- Adaptable with a strong desire for continued learning.
- Problem solving and analytical skills, including metrics-driven thinking.
- Proven ability in professional business writing and presentations.
- Ability to work under pressure and meet tight deadlines.
- Excellent communication and interpersonal skills.
- Strong organizational skills, the ability to prioritize, and effectively manage assignments.
- Ability to understand technical concepts with respect to how equipment is used so appropriate marketing material may be developed.
- Computer Applications - MS Word, Power Point, Excel, Adobe Acrobat, any CRM knowledge.
- Ability to make use of social media and new digital technologies to initiate new customer contacts and brand promotion.
- Ability to work with minimal supervision.

### POSITION RESPONSIBILITIES:

- In coordination with other group members research, develop and implement new marketing programs, including direct mail, internet marketing, trade shows/conventions, workshops, advertisements and other virtual and live initiatives.
- With material provided by management and other group members, develop social media and digital marketing campaigns for products, events, etc. Create content that captures an audience and keeps their attention on the company's websites and social media accounts.
- Take initiative in gathering information and updating or developing new marketing materials such as product presentations, brochures, banners, etc.
- Coordinate search engine optimization (SEO) and search engine marketing (SEM) activities.
- Take initiative and work with the management team to periodically update the strategic marketing plan.
- Take responsibility of lead generation activities and provide periodic feedback on sales pipeline health.
- Coordinate with other staff members to plan and participate in trade shows.
- Work with other staff members to ensure full customer satisfaction.



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**SUMMARY:** Job descriptions act as a guideline for job expectations and performance evaluations. Each staff member is part of the overall team at NCA and may be asked to help complete a variety of tasks that are not specified in their job description.

*Applicants may send resume with cover letter to [hr@nationalcompressedair.com](mailto:hr@nationalcompressedair.com)*

*Please state the position you are applying for. No phone calls please.*

*We wish to thank all applicants for applying however only selected candidates will be contacted for an interview.*

*Covid-19 Protocols include the wearing of masks, hand-sanitizing and maintaining a social distance of 6 ft from others.*