



MAGNET-SCHULTZ OF AMERICA

SPECIALISTS IN ELECTROMAGNETIC DEVICES

Job Title	Marketing Coordinator – Part Time (expected 24 hrs./wk.)
Reports to	Chief Commercial Officer

Job Summary:

As part of the Magnet-Schultz of America (MSA) team, the Marketing Coordinator develops, coordinates and executes the marketing strategy/campaigns. The Marketing Coordinator will be responsible for creating and delivering marketing ideas, concepts and materials to ensure a compelling company message to the outside world.

The ideal candidate has strong written and verbal communication skills and offers creativity to this position. The successful candidate will be detail-oriented, gritty, proactive and naturally curious. Most importantly, the Marketing Coordinator will take ownership in developing and implementing MSA's marketing strategy.

Duties and Responsibilities:

- Perform market research and develop a solid understanding of current customers, products/applications, competitors and target accounts/industries. Consolidate market information and present to leadership, opportunities for growth at Magnet Schultz of America.
- Create presentations, collateral material, social media content, blogs, MSA related graphics and analytical reports, and manage all company social media accounts.
- Manage and optimize the company's website content, respond to incoming customer inquiries and maintain MSA's Google AdWords campaigns.
- Responsible for development, publication and maintenance of print and electronic marketing materials and media assets related to MSA's products.
- Perform competitor research to determine Magnet Schultz of America position in the market.
- Manage Annual Customer Satisfaction survey.
- Research, organize, manage, attend and organize exhibits at trade shows. Employee will represent company in discussions with current and potential customers.



MAGNET-SCHULTZ OF AMERICA

SPECIALISTS IN ELECTROMAGNETIC DEVICES

- Maintain company's corporate identity. Collaborate with parent company's Marketing Department.
- Provide support and assistance to Sales team associates related to order entry and execution.
- Additional duties and tasks as assigned.

Qualifications:

- Proficiency in Marketing, Public Relations and Communications.
- Three (3) years marketing, business development and/or product manager experience.
- Three (3) years' experience with market research and analysis with a proven ability to develop recommendations from data.
- Self-starter with demonstrated ability to clearly and efficiently communicate ideas, concepts, plans, in both oral and written form.
- Strong attention to detail and competent in problem analysis and problem solving.
- Able to manage multiple assignments at once and meet deadlines.

Skills in the following software/programs are a plus:

- Google AdWords
- HubSpot
- Adobe Creative Suite (Photoshop CC, Illustrator CC)
- Microsoft Office suite
- MRP enterprise software systems