

Marketing Coordinator



Position Description

Title: Marketing Coordinator

Department: Marketing

Immediate Supervisor: Sales & Marketing Director

Status: Salary Exempt

Position Purpose: Maintain technical data, MSDS, and competitive cross reference data, Support Sales staff with Customer info requests and assist with tradeshow and event organization.

Principle Accountabilities

- Update and maintain Technical Data Sheets and Material Safety Data Sheets on the corporate website.
- Update and maintain Competitive Cross Reference data on the intranet.
- Be the primary point person to develop graphics and art work, swatches/samples general support for various trade shows
- Plan corporate trade shows by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignments, coordinating mailing lists.
- Support Sales staff by providing sales data, market trends, forecasts, account analysis, new product information, relaying customer services requests.
- Support Sales Staff in providing product info for E-com
- Work with Creative Services to build and maintain corporate database of images and application media.
- Fulfill image and product description requests for customers, IPG employees and distributors.
- Keep promotional materials ready by coordinating requirements with graphics department, inventorying stock, placing orders, verifying receipt.
- Manage Social Media and maximize media channels.
- Assist in new product launch process
- Related tasks as requested by supervisor

Essential Skills and Experience

- Bachelor's Degree in Marketing or Advertising
- 2+ years' marketing, advertising or graphic design experience
- A thorough understanding of all aspects of interactive marketing, social networking and digital and social media marketing.
- Proficient in Microsoft Office
- Must have excellent verbal and written communication skills (English and French) Must have strong teamwork and cross functional skills

Marketing Coordinator



- Ability to work well under pressure in a fast-paced environment
- Must be detail oriented, results driven and conscientious
- Must be motivated and able to work with minimal supervision

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