



Position: Marketing Traffic Coordinator
Location: Eden Prairie, MN
Exemption Status: Exempt
Division/Department: Marketing
Posting Date: January 3, 2019

Position Summary

The Marketing Traffic Coordinator serves as the coordinator for all marketing project workflows. This predominantly includes setting a schedule of deadlines for the completion of all production services projects; assigning work to internal resources based on abilities and capacity; checking on the progress of each project at key milestones, and creating solutions and momentum when stalls occur.

Primary Responsibilities

- Responsible for capturing all marketing project requirements upfront; identifying if a project is stand-alone or part of a broader initiative. Document all the project detail requirements.
- Coordinate simultaneous plans, oversee scheduling, and develop solutions to workflow delays.
- Track progress of all marketing projects for packaging, manuals, videos, photography, product launch activities and retail signage.
- Generate timelines on projects from information gathering through production. Ensure Marketing Briefs and Project Request Forms are completed timely.
- Ensures new product specifications and assets move to the appropriate functional team for inclusion in manuals and box art.
- Notify internal stakeholders and outside suppliers of artwork delivery dates for both new product artwork and packaging reprints; identify any issues with delays in vendor provided information to keep projects on track.
- Improving the efficiency and process flow of the artwork production process.
- Assist the Marketing team with content proofing, specifically for production services.
- Assist Sales team with managing and proofing retail signage requests. Obtain packaging samples for POG development. Execute larger store initiatives that require multiple creative elements to be develop. Follow up with quotes from third party printers.
- Overall responsibility for scheduling and movement of marketing projects by working collaboratively with various departments within the organization.
- Prepare progress reports as needed.
- Other duties as assigned.

Skills and Qualifications

- Associate's degree in Marketing, Communication, Advertising or related field; Bachelor's degree preferred
- 1-3 years of proven experience in marketing, advertising or communications, preferably in a traffic coordinator role.
- Proven organization, time management, and problem solving skills, with an extreme attention to detail and accuracy

- Experience with Microsoft Excel including lookups, de-duping and sorting; database experience is a plus
- Experience successfully working independently within a team environment, under tight deadlines
- Experience working with a DAM (Data Access Management) system a plus
- Experience working in Adobe Photoshop is a recommended

Reports To

This position reports to the Director of Product Management, and will work closely with our sales, marketing and engineering teams.

Working Conditions

Work is typically performed in a standard office setting. May be required to work more hours than normal during a regular workweek depending on workload and deadline requirements.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

About Pinnacle Climate Technologies

Pinnacle Climate Technologies invents, develops, and manufactures heating and ventilation solutions through commercial, industrial, agricultural, DIY, and other retail channels throughout the world. With manufacturing in North America and Asia, Pinnacle serves a diverse customer base in over 25 countries, on every continent. With brands that include Master®, Schaefer®, Remington®, ProTemp®, Americ®, and STANLEY®, Pinnacle is positioned as the global leader in industrial/construction heat, and portable ventilation products.

Pinnacle is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, disability, veteran status, national origin or other legally protected classifications.