



**Position:** Marketing Coordinator  
**Location:** Sauk Rapids, MN  
**Division/Department:** Marketing  
**Revision Date:** May 17, 2019

### Primary Responsibilities

The Marketing Coordinator serves as the coordinator for marketing projects as well as all tradeshow requirements. This predominantly includes setting a schedule of deadlines for the completion of all projects including tradeshow items and logistics; create and maintain promotional materials, inventory and supplies; develop, identify and manage target lists; track and monitor budget information; check on the progress of each project at key milestones, creating solutions and momentum when stalls occur.

### Key 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 and tradeshow activities including, but not limited to packaging, manuals, videos, photography, product launch activities and retail signage.
- Work with the Director of Product Management to develop a project tracking system.
- Generate timelines on projects from information gathering through production. Ensure Marketing Briefs are completed timely.
- Management and coordination of more than 25+ industry tradeshows and conferences including preparing tradeshow booth and items, tracking and shipping of materials, lead tracking, and data coordination.
- 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.
- Design pre- and post- event marketing materials for tradeshows.
- Review bills for accuracy and approves payment.
- Complete projects timely by established deadlines in collaboration with client departments.
- Prepare progress reports as needed.

### Qualifications and Skills

- 2+ years' experience in marketing departments with time spent creating, designing & producing tradeshow items and marketing support materials
- Associates Degree in Marketing or Graphic Design, Bachelor's Degree preferred.



- Proficiency in all industry standard software programs including but not limited to Adobe Photoshop, Adobe Illustrator, Adobe InDesign, and Acrobat. Knowledge of the Mac platform is also preferred.
- Strong organization and prioritization skills with the ability to manage several projects simultaneously.
- Ability to complete work accurately in time-sensitive environment.
- Strong computer skills including Microsoft Office and Adobe Creative Cloud programs.
- Detail/Deadline oriented.
- Must be comfortable working independently or collaborating with internal colleagues and should have strong written and verbal communication skills.
- Customer focused
- Adaptable and resilience to work under changing project direction and program requirements

Reports to:

- Director of Product Management

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to sit; talk or hear; and use hands to handle, or touch objects or controls. The employee is regularly required to stand and walk. On occasion the incumbent may be required to stoop, bend or reach above the shoulders. The employee must occasionally lift up to 50 pounds for tradeshow set up and tear down.

*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.*