

Marketing Coordinator

SUMMARY:

Plans, directs, and coordinates the marketing of the organization's products and/or services.

Job Functions include: (Note: this is a representative list only - complete list provided with purchase)

- Works with established marketing goals to ensure share of market and profitability of products and/or services.
- Executes marketing plans and programs, both short and long range, to ensure the growth and expansion of organizations products and services.
- Oversees the organization's advertising and promotion activities including print, electronic, and direct mail.
- Works with writers and artists and oversees copywriting, design, layout, paste-up, and production of promotional materials.
- Coordinates marketing surveys that might be conducted on current and new products and customer services.

(also details Supervisory Responsibilities, Qualifications, Education and/or Experience, Language Skills, and work environment)