

Marketing Coordinator

Position Summary:

The Marketing Coordinator will be responsible for the creation and execution of key deliverables of MCL's Marketing Plan with an emphasis on managing our Inbound Marketing Program. As a member of a cross functional team, this position is integral in creating and communicating relevant marketing projects to our target markets.

Responsibilities:

- Assist in the strategic planning and execution of MCL's Marketing Plan
- Manage our Inbound Marketing Program; content calendar, content development, SEO, program management and use of Hubspot marketing automation software.
- Design and develop marketing materials, such as Power Point slide decks, whitepapers, sell sheets, newsletters and other marketing materials
- Maintain and manage all of MCL's social media platforms to ensure a consistent, relevant, and professional presence.
- Interview subject matter experts and create written and visual content for use in MCL's Inbound Marketing Program
- Research and qualify Inbound Marketing leads through MCL's website
- Perform market, customer and competitor research within MCL's target and prospective markets.
- Serve as a liaison with MCL's outside marketing partners.
- Collaborate with other Marketing departments within The Village of companies to provide support, perspective and best process.
- Other duties as assigned within a fast paced customer driven organization.

Knowledge/Skills/Abilities:

- Computer skills
 - Strong MS Office user – PowerPoint and Excel a plus
 - Ability to create and manage digital visual content
 - Hubspot marketing automation experience
 - Workwise OnContact CRM
- Ability to coordinate, organize and manage projects with tight deadlines.

- Strong curiosity in leading edge marketing and technological practices and ideals.
- Ability to interpret analytics and troubleshoot web related technical issues is a plus
- Results Oriented – attentive to the results and performance of the plan and a focus on continuous improvement to increase effectiveness.
- Interpersonal Confidence – ability to relate and connect to a diverse group of people; internally, at our customers, community and markets we serve.
- Excellent Oral/Written Communication – Knows how to present ideas effectively and persuasively; has a strong written and verbal presence; can convey concepts in a wide variety of forums.
- Integrity and Values – Can be trusted to act in a manner that meets MCL's Values

Education/Training:

- Post High School education with study in Marketing or Business preferred

Travel Requirements:

- A valid and active driver's license required for this position. Occasional travel to customer locations will be required – 5-10%

Physical Requirements:

- Be able to lift 10-25 lbs. for short periods

Materials and Equipment Utilized:

- Computers, projectors, printers, etc.

Working Environment:

- 30% - Manufacturing environment internal to MCL and our OEM customer's manufacturing environment
- 70% Office – MCL office and OEM customer's office environment