

Job Description

Marketing Coordinator



Position Summary

The Peachtree Lighting sales and marketing team is focused on creating successful, profitable, long-term relationships with our agents that drive profitable growth for Peachtree Lighting. To do so, we help our agents be more successful by providing them with high-value products, top-tier compensation opportunities, and responsive agency support, technical support and quote/order management support.

The Marketing Coordinator plays an essential role in this effort by creating communication materials, programs, and tools that: 1) inspire and enable our agents, 2) increase awareness among additional stakeholders, and 3) empower our sellers to be more effective and efficient.

The Marketing Coordinator is a superior communicator, well-versed in modern marketing strategies and tactics. They are technically savvy, team-oriented, and empathetic to the needs of our target stakeholders.

This position is part of our factory-based team in Covington, GA. Travel requirements are minimal.

Responsibilities

- Efficiently and effectively manage a high volume of required communications deliverables, including product documentation, website updates, email campaigns, blog posts, presentations, application guides, and other marketing tools.
- Blend superior creative skills with productive work habits to develop materials that produce desired results.
- Produce, update and manage product specification sheets and other technical documents that are accurate, consistent and timely.
- Create, update and maintain website content through our web content management system.
- Develop marketing content (email messages, web content, social content) to drive awareness of Peachtree's overall capabilities, new product introductions, and other specific initiatives.

Requirements

- Highly knowledgeable about modern marketing arts and sciences.
- Competent in a full range of software and online systems needed to create electronic and print media. Demonstrated expertise with the Adobe Creative Suite, HubSpot and WordPress.
- Organized self-starter who can optimize their workflow with smart processes, templates, and standards.
- Understanding of B2B marketing, with the willingness and ability to understand the needs of and empathize with our target audiences.
- A commitment to learning, adaptability, and integrity.

Desirable

- Bachelor's degree or equivalent experience.
- Understanding of the lighting market.

More Information

- For more information visit PeachtreeLighting.com.
- Apply by sending resume and introductory note to timh@peachtreelighting.com.

The above job description is intended to describe the general nature and level of the work performed by the people assigned to this job. It is not an exhaustive list of all of the duties, responsibilities, knowledge, skills, and abilities associated with this job. The company reserves the right to alter or modify this job description at any time with or without notice.