



Job Description

Job Code/Title: Marketing Coordinator

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

The Marketing Coordinator is responsible for helping the Business Development Manager launch a sales and marketing department for Special D Events and its subsidiary, The Anniversary Company. It's an exciting ground floor opportunity with an established organization.

He/she will assist with various marketing, communications and sales functions such as:

- Qualify incoming website leads and communicate with prospects as directed
- Maintain, analyze and update data in CRM
- Monitor HARO opportunities and coordinate the organization's response
- Write and edit content for web (blogs) and social media
- Social media management
- Monitor social media and website analytics on a weekly basis (e.g. page views, followers), and provide reports of growth and other activity
- Proof proposals
- Seek and analyze competitor marketing and sales materials
- Conduct market research
- Support the development of a marketing communications plan
- Work closely with the Business Development Manager on lead generation and campaign management
- Coordinate agency's trade show participation
- Provide onsite event support
- Assist with operational/administrative needs for the agency and its clients

As with all employees of Special D Events, the manager will exemplify the organization's core values: Consultative, Accountable, Responsive, Nice, and "Roll with It".

In order to successfully execute these responsibilities, employee will be required to

- Participate in weekly staff meetings, providing sales update
- Provide weekly activity reports to President/CEO
- Meet bi-monthly with the company's Director of Finance to review job profitability
- Sustain rapport with key accounts by making periodic visits; exploring specific needs; anticipating new opportunities.
- Represent Company at industry networking events (often during evening hours, and often in Detroit).
- Update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Maintain Company Standard Operating Procedures, policies, goals, objectives, and procedures as they relate to sales, marketing and public relations.

This is an FT exempt position.

RELATIONSHIPS AND ROLES

Reports to the Business Development Manager

MINIMUM JOB REQUIREMENTS:

Bachelor's Degree in Marketing or related discipline

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:

- Organization Skills - Puts resources and/or processes into logical, comprehensible and aesthetically pleasing order. Can plan events, tasks or processes in well-ordered manner. Attends to all details. Seeks and finds all resources needed to successfully implement a task, event or plan, bringing all together into an organized and well-executed endeavor.
- Strong interpersonal and developed presentation skills with a proven ability to communicate and manage well at all levels of the organization. Flexible in style and approach to work varying disciplines. Ability to manage multiple projects simultaneously with superior attention to detail. Solid project management skills: ability to organize, prioritize, assess risks, manage resources and achieve milestones and deliverables.
- Exceptional communication skills with ability to present analysis, reports and findings in both verbal and written formats to all levels of management. Demonstrates the ability to communicate complex information to a variety of audiences.
- High ethical standards
- Proficiency with Microsoft Office Suite (Word, Excel and PowerPoint).

KNOWLEDGE, SKILLS AND ABILITIES PREFERRED:

- Experience with
 - web design/Word Press
 - content creation
 - CRM systems and email campaign tools
 - PPC advertising
 - strategic social media and related tools (e.g., HootSuite)

WORKING CONDITIONS AND PHYSICAL EFFORT:

- Daily email (checking and responding) is required, sometimes after hours.
- Immediate response is required to all incoming sales calls, sometimes after hours.
- Work is to be performed on site at SDE/TAC office, or at client sites.
- Employee will have some ability to set his/her own schedule, assuming job requirements and deadlines are met.
- 40 hours per week although this person may be occasionally called upon to work additional hours.
- Light physical activity.

LOCATION & TRAVEL:

The office locations are Ferndale and Detroit, Michigan. Travel may be required to attend industry or networking events, meet with prospects and clients, make presentations, etc. in the Metro Detroit area, often in Detroit.

COMPENSATION & BENEFITS

- Compensation will be commensurate with experience.
 - Quarterly bonus/incentive plan based on mutually agreeable goals
 - Full time employees receive medical insurance, dental insurance, paid vacation, paid sick days, and paid holidays. Optional Health Flex Spending account, Long and Short-term Disability, Life Insurance and 401K benefits are also available. Part time employees working more than 24 hours per week are eligible for a partial benefits package.
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Must have valid drivers' license, reliable transportation and un-restricted employment authorization to work in the U.S.

Special D Events is an Equal Opportunity Employer M/F/D/V.