



<https://intscanada.com/job/marketing-coordinator/>

Marketing Coordinator

Description

Duties and Responsibilities:

- Markets products by developing and implementing marketing campaigns.
- Tracks sales data, maintains promotional materials inventory, plans meetings and trade shows, maintains databases, and prepares report.
- Implements marketing campaigns by assembling and analyzing sales forecasts; preparing marketing strategies, plans, and objectives; planning and organizing promotional presentations; and updating calendars.
- Prepares marketing reports by collecting, analyzing, and summarizing sales data.
- Keeps promotional materials ready by coordinating requirements with graphics department, inventorying stock, placing orders, and verifying receipt.
- Supports sales staff by providing sales data, market trends, forecasts, account analyses, and new product information.
- Researches competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising; maintaining research databases.
- Plans meetings and trade shows by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignments, and coordinating mailing lists.
- Updates job knowledge by participating in educational opportunities and reading trade publications.
- Accomplishes organization goals by accepting ownership for accomplishing new and different requests.
- Explores opportunities to add value to job accomplishments.

Qualifications:

- Coordination
- Project management
- Reporting research results
- Understanding the customer
- Process improvement
- Initiative

Job Type: Full-time

Salary: From \$45,000.00 per year

Schedule:

Hiring organization

INTS Consulting

Date posted

2023-05-16

