

Job Title: Marketing Coordinator**About the Role**

Sweda is looking for an upbeat, passionate, and highly organized individual to join our team as Marketing Coordinator. As a Marketing Coordinator, you will be responsible for supporting the marketing and sales team with a mix of routine and ad hoc projects. Tasks will vary by project and may include copywriting, website maintenance, vendor support, social media implementation, market research, advertising concept development, reporting, graphic design, and a variety of other tasks.

Primary Responsibilities

- Supports the creation and execution of marketing content, not limited to product copy, email campaigns, advertisements, promotions, and sales collateral
- Supports the implementation of the social media calendar and content for all social media sites including Facebook, Twitter, Instagram, LinkedIn, etc.
- Supports the excellence and accuracy of user experience on company websites including search function, product copy, content development, content accuracy, and promotional campaigns
- Supports the maintenance and accuracy of product information in a variety of locations not limited to company website and distributor databases
- Occasionally will be required to travel locally or overnight by plane and/or automobile for business purposes, otherwise, on-site regular attendance required at the home office

Requirements

- Minimum Bachelor's Degree (BA) in marketing or related major preferred. Equivalent degree or licensing from a two-year university or college accepted.
- 2-4 years of related experience in a professional capacity required. Experience in Marketing, Graphic Design, or Promotional Products is a bonus.
- Excellent oral and written communication skills; strong copywriting skills required
- Passion for social media and trends (knowledge of Facebook, Twitter, Instagram, LinkedIn, etc.)
- Self-motivated, organized, and accountable; must possess strong time management skills
- Able to provide new, creative ideas regularly
- Excellent interpersonal skills – ability to work independently, as a team, and under close direction
- Able to work within short deadlines and quick-turn-around projects on a daily basis
- Keen eye for details and mindfulness of following creative direction
- Proficiency in Adobe Illustrator, Photoshop and InDesign (CS6+), a bonus but not required
- Able to work overtime as needed.

Language Skills: Ability to speak, write, and read English fluently and articulately; ability to write content and other correspondence; ability to proof copy for accuracy and clarity; ability to speak effectively with and before peers and management team.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit. The employee may occasionally lift and/or move up to 20 pounds. The employee may be occasionally required to travel long distances via air or ground transportation.

Work Environment: The work environment characteristics described here are the representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Moderate to high stress work pace. Most individuals in fast-paced sales and marketing environments must perform multiple tasks. Noise level is low to moderate.