



**RES Exhibit Services LLC
Job Description**

JOB TITLE: Marketing Coordinator

DEPARTMENT: Marketing

FLSA STATUS: Exempt

Updated: November 2019

REPORTS TO: Assoc. Creative Director

SUMMARY: Implements marketing and communications programs and presentation materials for the Company. Responsible for creating and maintaining a marketing plan and tracking results. Analyzes market information and makes recommendations regarding advertising, award submissions, and maintaining the Company's presence on social media, web, and other forms of communication.

Job Results, Essential Functions & Measures
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- Marketing Programs (50%)**
- Develop marketing action plans that align with corporate strategies for growth.
 - Create and implement an annual Company marketing plan (along-side VP, Creative)
 - Actively coordinate and implement social media presences across multiple platforms.
 - Maintain updated portfolio and content on the Company website.
 - Provide support to sales team for client meetings and presentations, including capabilities presentations and RFP responses.
 - Assist in developing custom presentations to win business with new and existing clients.
 - Convert complex information into marketing materials.
- Public Relations and Communications (20%)**
- Cultivate and manage PR opportunities and calendar.
 - Develop integrated communication plans inclusive of social media, e-mail, mobile and other platforms.
 - Grow media coverage through the development of creative programs.
 - Maximize public relations opportunities.
 - Maintain Company involvement with industry organizations.
- Promotion and Brand Management (20%)**
- Align brand strategy with corporate objectives.
 - Maintain promotional activities working with key leaders to ensure full market of products and services.
 - Coordinate and manage award submissions.
 - Identify, develop and evaluate marketing strategy, market characteristics and cost and markup factors.

- Manager's observation:**
- Quarterly reviews showing progress of meeting marketing plan deadlines.
 - Timely delivery of meeting and presentation areas as noted by sales and client services teams.
 - Proactive strategy development as noted by management.
- Managers Observation of:**
- Successful public relationship initiatives and planning.
 - Successful development and implementation of creative programs.
 - Consistent, positive presence across digital channels.
 - Brand integrity remains in sync with business objectives, industry groups and award categories.

This job description is a summary of the job duties and requirements that represent the general nature and level of work being performed. This description is not intended to limit or in any way modify the right of management to assign, direct and control the work of employees. In addition to the above, all employees are expected to read, understand, and comply with company policies and procedures, regulatory expectations, quality and department standards, etc. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Job Results, Essential Functions & Measures

Analysis (10%)

- Track marketing results, reporting to management team once a quarter.
- Partner with sales to forecast sales taking into consideration past history, market trends, competitive activity and required sales efforts.
- Allocate expenses taking into consideration product life cycle, potential for future growth, profit contribution, and competition.
- Analyze business development and market trends.

Managers Observation of:

- Expense and budgeting are kept in range with agreed upon plans.
- Quarterly reporting is conducted with VPs on trends, competition and return on investment.

Core Competencies

<i>Entrepreneurial Thinking</i>	<ul style="list-style-type: none"> ⊕ Identifies and exploits opportunities for new products, services and markets. ⊕ Develops brand identity and value propositions for the business that is consistently communicated to the marketplace and reinforced through customer experience.
<i>Innovation</i>	<ul style="list-style-type: none"> ⊕ Develops innovative solutions to address customer needs while ensuring organizational culture, processes and legal requirements are not compromised. ⊕ Generates new (creative) approaches to problems or original modifications (innovations) to established approaches.
<i>Mobilizer</i>	<ul style="list-style-type: none"> ⊕ Proactively builds and aligns stakeholders, capabilities, and resources for getting things done quickly and achieving complex objectives.
<i>Cultivating Networks</i>	<ul style="list-style-type: none"> ⊕ Takes action to build strategic relationships between one's area and other areas, teams, departments, units or organization to help achieve business goals.

Position Qualifications

Education & Experience	Mathematical Skills
Bachelor's Degree in Marketing and one-two years of experience working in a fast-paced marketing role.	Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions and decimals. Ability to calculate figures and amounts such as proportions, percentages and ratios.
Computer Skills	Reasoning Ability
Outlook: Intermediate Level Microsoft Word: Intermediate Level Microsoft Excel: Intermediate Level PowerPoint: Intermediate Level Adobe in Design: Intermediate Level Salesforce.com: Basic Level a plus SurveyMonkey: Basic Level a plus	Ability to apply principles of logical or scientific thinking to a wide range of intellectual and practical problems. Ability to deal with nonverbal symbolism (i.e. formulas, graphs).
Other	Physical Demands
Must be entrepreneurial in spirit, highly motivated, communicate effectively, and possess strong analytical and problem solving skills, flexible, with the ability to handle multiple projects at once.	While performing the duties of this job, the employee is regularly required to use hands to operate office equipment such as a computer, copier, fax and other office equipment. The employee must occasionally lift/move up to 25 pounds.

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Language Skills	Work Environment
<p>Exceptionally strong logic, persuasive writing and grammatical skills.</p> <p>Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community.</p> <p>Ability to write speeches and articles for publication that conform to prescribed style and format.</p> <p>Ability to effectively present information to top management and public groups.</p>	<p>The environment is fast-paced. The noise level in the work environment is usually quiet. Often required to work independently on projects, while collaborating on others.</p>

I have reviewed and understand the job requirements and physical demands of the job.

Signature: _____ Date: _____

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