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Toledo, OH 43604  
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## **MARKETING COORDINATOR**

*Reports to Chief Management Officer*

### **GENERAL FUNCTION:**

*To manage all daily activities of marketing department in line with the mission of the organization*

### **DUTIES:**

- Research to identify clients, sector opportunities and competition
- Create marketing collateral, including white papers and technical papers
- Coordinate events including meetings, speaking engagements, seminars and exhibits
- Monitoring corporate communications plan and strategy for uniformity in message, including templates, tag lines and logo usage,
- Maintain organizational Web site with current pictures, copy, announcements, events, etc.
- Management of all social media initiatives,
- Produce all organizational newsletters,
- Develops and provides marketing and public relations programs that promote the organization
- Maintains data base of media contacts
- Writes and distributes press releases and produces media kits
- Serves as on site media contact as directed by CEO or Board Chair
- Initiates media opportunities including on air interviews and feature stories
- Develops all organization marketing materials
- Designs, negotiates and buys advertising in local media

### **QUALIFICATIONS:**

- Must possess a Bachelors in Marketing, Communications or related field

- Must have a minimum of 3 years of documented, strong and independent work in marketing/communications
- Must have impeccable writing, organizational and communications skills
- Must be committed to the mission of the organization
- Must have strong knowledge and at least 1 years work within the social media context
- Must have at least 2 years experience in working with media buys, planning press conferences and marketing strategy design
- Must be fluent in the use of computer software used in the production of informational materials