

System Job Description

Job Title:	Marketing Coordinator
Department:	Marketing & Communications
Reports to:	Marketing & Communications Manager / Jessica Aspiras
FLSA Status:	Non – Exempt; 8:00 am – 5:00 pm, Monday – Friday (40 hours per week)

Summary:

To assist the Marketing & Communications Manager in day-to-day internal and external marketing/communications duties while helping to support companywide marketing/communications initiatives, campaigns, projects, events, branding and social media, etc., that have a positive long-term effect on the organization's goals and objectives.

The System Marketing Coordinator should possess a positive attitude, professional presence and work well in a team environment. He/she is expected to assist in proactively researching and executing new marketing/communications strategies, creative advantages and forward-thinking tactics within our industry by performing the duties as stated below.

Job Description:

Essential Duties and Responsibilities:

- Design external and internal marketing/communications content for flyers, promotions, advertising, events, bulletins, etc.
- Create design content and structure for company internal and external e-Newsletter on a quarterly basis.
- Create/update System companywide phone directory biannually (every six months).
- Assist in the planning and implementation of employee and customer events for the company, such as Training events, Connect & Learn events, Employee Appreciation events, etc.
- Support the Marketing & Communications Manager with the Department's Digital Marketing and Video Production initiatives as it aligns with the company's strategy and branding efforts.
- Help to maintain and manage websites, including blog content; forms; landing pages; etc. for systemloa.com and systemstatecontracts.com, as well as [intranet](#) updates as needed.
- Create & design barter paperwork as well as manage barter expirations, details and files.
- Assist Marketing & Communications Manager with managing barter trade values.
- Assist in the creation of internal morale building initiatives for employees – from health & wellness initiatives to team-building events on a quarterly basis.
- Support managing initiative campaigns, including, but not limited to:
 - Video Testimonials & Campaign Production
 - Peer-to-Peer employee recognition
 - Surveys
 - Case Studies
 - Customer reference and referrals

- Assist in the review of Sales Promotions on a quarterly basis in order to identify relevant marketing collateral to publish and to create innovative marketing initiatives and new product launches.
- Help to enhance and drive web traffic through local review sites and search engine websites, (i.e. Google Reviews, Glassdoor, etc.) maximizing various Search Engine Optimization tools.
- Explore and research new products, services and technology to help create innovative marketing initiatives and materials.
- Assist the Marketing & Communications Manager with Sponsorship and administrative duties/paperwork related to sponsorship.
- Other administrative marketing duties as needed.

Qualifications:

A 2-year Associates Degree or 4-year Bachelor's Degree in Marketing, Communications, Journalism, Public Relations and/or related field is required. Prior experience in marketing, communications, public relations or similar field required. Graphic Design background with experience using the Adobe Creative Cloud software is required.

An eye for detail and passion for design and willingness to learn the industry are a must. Must be available during normal business hours (Monday through Friday, 8:00 a.m. to 5:00 p.m.) and have the ability to travel when necessary. Strong computer skills, especially with Microsoft Office Programs required. Must possess great interpersonal skills and be multi-task oriented.

Employee Signature: _____

Date: _____