

Marketing Coordinator

General Description of Duties

- Create marketing graphics for product brochures, magazine advertisements, business cards, social media accounts, trade show booth and company websites.
- Create marketing strategies
- CRM Management (HubSpot admin), work with Sales and Customer Service teams to meet their needs
- Create and send out email campaigns, design landing pages, create custom reports to show ROI of marketing efforts.
- Plan and schedule all content for Vesta and Dr's Hope social media accounts.
- Trade Show coordinator: work with show venues to order electricity, carpet and furniture.
- Track trade show expenses and report to President
- Work with trade show venue marketing teams (different for each show) for marketing opportunities and booth contracts for the next year.
- Handle Trade Show marketing aids (displays, banners, giveaways)
- Website management for both Vesta and E-commerce
- Order business cards and marketing materials
- Complete cGMP and SOP Training - refer to Training Matrix for complete list of SOP training required for Marketing Coordinator.

Work Experience Requirements

- At least 2 year(s) of Marketing experience. Attention to detail; high degree of accountability & responsibility; ability to perform with little supervision; courteous, prompt and dependable; multi-task oriented; website experience required, preferably WordPress; computer proficient (Microsoft Office: Word, Excel, Outlook); Experience with Adobe Creative Cloud, HubSpot or Salesforce.

Education Requirements

- Bachelor's Degree in marketing, communications, or design