

Job Description

Job Title: Marketing Coordinator *(Part Time/Flex)*

Department: Sales

Reports To: Sales & Marketing Manager

Summary: Creates copy for newsletters, brochures, flyers, ads, business cards, videos, etc. Assists in the creation of copy for the Benchmark Foam websites. Coordinates direct mail marketing for all product lines. Executes design needs for marketing and administrative support. Consistently acts as a representative of Benchmark Foam by personifying the company's core values of integrity, commitment and excellence.

Essential Duties and Responsibilities: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Other duties may be assigned.

Designs and composes marketing pieces, including print, digital and video to support company needs.

Coordinates photo and video opportunities to be used in all marketing materials. Works with customers to obtain permission to publish, etc., as needed.

Assists sales team to prepare for trade shows and follow-up activities as required.

Works with team to assist in maintenance of current information on company websites, including photos, videos, and news articles.

Responsible for tracking website analytics. Analyzes and identifies patterns to enhance website.

Coordinates new prospect packet assembly/ mailing. Prints new prospect letters/labels. Provides sales staff with pertinent follow-up call information and reports.

Coordinates periodic direct mail marketing, including research & database creation/maintenance, preparing letters/labels, assembling/ mailing packets & required follow-up activities.

Works with sales staff to identify seasonal promotions and events. Coordinates relevant ads or printing expenses as needed.

Job Specific Competencies:

Education and/or Experience: One year certificate from college or technical school or six months related experience and/or training; or equivalent combination of education and experience.

Language Skills: Ability to read and comprehend written and verbal instructions, write correspondence, create, and maintain spreadsheets, and effectively present information in one-on-one and small group situations to customers, clients, and other employees.

Mathematical Skills: Ability to add and subtract numbers and to multiply and divide with 10's and 100's. Ability to perform these operations using units of American money.

Reasoning Ability: Ability to apply common sense understanding to carry out detailed but uninvolved written or verbal instructions. Ability to deal with problems involving several concrete variables in standardized situations.

Computer Skills: To perform this job successfully, an individual should have knowledge of basic computer hardware and software, including Microsoft Office applications. Experience with Adobe Creative Suite is required.

Certificates, Licenses, Registrations: Current South Dakota Class 1 – Car/Light Truck Driver's License.

Other Skills and Abilities: Able to prioritize, multi-task and pay attention to details.

Essential Physical Functions: While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to sit, stand, walk, use hands to finger, handle, or feel and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, depth perception and ability to adjust focus.

Work Environment: While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts and fumes or airborne particles. The noise level in the work environment is usually moderate.

Competencies:

Adaptability - Adapts to changes in the work environment; changes approach or method to best fit the situation; able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality - Is consistently at work and on time; ensures work responsibilities are covered when absent; arrives at meetings on time.

Dependability - Follows instructions and responds to management direction; takes responsibility for own actions; keeps commitments; commits to working extra hours, when necessary to achieve goals; completes tasks on time or notifies appropriate person with an alternate plan.

Diversity - Shows respect and sensitivity for cultural differences; promotes a harassment-free environment.

Ethics - Treats people with respect; keeps commitments; inspires the trust of others; works ethically and with integrity; upholds organizational values.

Initiative - Volunteers readily; undertakes self-development activities; seeks increased responsibilities; looks for and takes advantage of opportunities; asks for and offers help when needed; motivates others to perform well; effectively influences actions and opinions of others.

Innovation - Displays original thinking, passion, optimism, and creativity; meets challenges with resourcefulness; generates suggestions for improving work; develops innovative approaches and ideas; presents ideas and information in a manner that gets others' attention.

Interpersonal Skills - Focuses on solving conflict, not blaming; maintains confidentiality; listens to others without interrupting; keeps emotions under control; remains open to others' ideas and tries new things.

Judgment - Displays willingness to make decisions; exhibits sound and accurate judgment; supports and explains reasoning for decisions; includes appropriate people in decision-making process; makes timely decisions; demonstrates accuracy and thoroughness.

Motivation - Sets and achieves challenging goals; demonstrates persistence and overcomes obstacles; measures self against standard of excellence.

Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions; participates in meetings.

Organizational Support - Follows policies and procedures; supports organization's goals and values; aligns work with established goals; implements cost-saving measures. Consistently acts as a representative of Benchmark Foam by personifying the company's On-Time Delivery Guarantee.

Planning/Organizing - Prioritizes and plans work activities; develops realistic action plans; sets goals and objectives; uses time efficiently to meet productivity standards; completes tasks accurately and on time; demonstrates accuracy and thoroughness; monitors own work to ensure quality; looks for ways to improve and promote quality.

Problem Solving - Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem solving situations; uses reason even when dealing with emotional topics.

Professionalism - Approaches others in a tactful manner; reacts well under pressure; treats others with respect and consideration regardless of their status or position; accepts responsibility for own actions.

Safety and Security - Observes safety and security procedures; reports potentially unsafe conditions; uses equipment and materials properly.

Strategic Thinking – Processes information; uses intuition and experience to complement information.

Teamwork - Balances team and individual responsibilities; exhibits objectivity and openness to others' views; contributes to building a positive team spirit; puts success of team above own interests; able to build morale and group commitments to goals and objectives; supports everyone's efforts to succeed; meets commitments; gives and solicits feedback; manages difficult or emotional situations; provides customer service to fellow team members by responding promptly to needs.

Technical Skills - Assesses own strengths and weaknesses; pursues training and development opportunities; strives to continuously build knowledge and skills; shares expertise with others.

Written Communication - Writes clearly and informatively; presents numerical data effectively; able to read and interpret written information.

This document does not constitute an offer of employment or create an employment contract of any kind. Any job offer will not provide a contract other than an at-will relationship between Benchmark Foam Inc. and employee.

Employee Signature: _____

Date: _____

Origination Date: April 2011

Revised Date: May 2021