



"Inspire and empower people to create innovative product solutions that revolutionize the industry"

Position: Senior Marketing Coordinator
Reports To: Marketing Manager

Status: Exempt
Approval Date:
Last Revised: 7/9/2021

Position Summary

This position is responsible for implementing and executing of marketing strategies and programs. They will be responsible for the leading, managing, and execution of marketing programs and projects to support the growth and expansion of company products and services.

Steffes Core Values

Trust: We promote growth and long-term success by making wise decisions with trust as an essential component.

Respect: We unleash creative talents of our diverse workforce by treating each other the way we would like to be treated.

Teamwork: We believe people achieve much more by working together.

Integrity: We follow through and keep our word while being open, honest, ethical, and fair.

Safety: We view our co-workers as family members of our business and strive to ensure safety for all.

Humility: We recognize and appreciate strengths and contributions beyond one's self. We are modest, genuine, and authentic.

Key Responsibilities

1. Supports the development and implementation of strategic and annual marketing plans Works with leader to develop the budget that strategically reflects and supports the corporate business plan
2. Leads the development of marketing programs, campaigns, and strategies to create awareness of Steffes' business activities.
3. Works closely with product managers to execute product launches, go-to-market elements of product plans, promote and communicate key product elements, and support events and promotions for the products and services.
4. Provides as-needed sales support to sales team to ensure effective and consistent communication of key messaging and branding, including trade shows, customer development events, advertising, communications, and PR.
5. Assists in the creation of market and customer segmentation analysis to identify new markets and customers for the business.
6. Develops, manage, and facilitate execution of marketing programs tactics including: Email marketing, direct mail, interactive/web marketing, sales webinars, advertising efforts (SEO, SEM, and social) and other
7. Measure, analyze and report performance of marketing campaigns to gain insight and asses against goal
8. Creates and leads the development of promotional, creative literature and other marketing materials
9. Plans and manages meetings, trade shows, and other special events by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating
10. Develops content for website, brochures, presentations, case studies, blogs, and other relevant marketing material in collaboration with internal teams
11. Develops creative content for marketing initiatives through graphic design of graphic art, visual material, and other creative content
12. Researches, maintains, and reports on marketing data to aid management in determining strategic direction.
13. Executes and delivers research on competitive products and or companies by identifying and evaluating product characteristics, market share, pricing, and advertising, maintaining research databases

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14. Accomplishes organization goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments
15. Ensures that internal and external communications are consistent with brand and message guidelines
16. Maintain a positive work atmosphere by acting and communicating in a manner so that you collaborate with customers, clients, co-workers, and management
17. Help the company meet its Quality and Safety objectives
18. Other duties may also be assigned

Core Expectations

Customer Service - Demonstrate excellent customer service and display a positive attitude and behavior consistent with the Steffes Code of Conduct and Core Values.

Quality - Actively support and participate in Quality Improvement.

- Take immediate action in unsafe situations.
- Adhere to all safety standards; thus, promoting safe practices to ensure a safe environment.

Conduct - Demonstrate and support the Steffes Code of Conduct.

Policies and Procedures - Demonstrate and support Steffes Policies and Procedures by:

- Using tact, sound judgement, and maintaining a professional attitude in communication and relationships with others.
- Striving to deliver the best quality in daily work.
- Promoting a positive image of Steffes and its products.
- Being timely and punctual in attendance and following all policies and procedures.

Job Requirements/Qualifications

- Bachelor’s Degree in business, sales or marketing, preferred.
 - Minimum of 5 years of marketing or sales experience.
 - Excellent verbal, written and analytical skills.
 - Ability to work with a variety of personalities and styles.
 - Ability to quickly establish credibility and relationships with all levels of internal and external employees.
 - Understanding of marketing concepts, product positioning, competitive analysis, and sales support.
 - Strong knowledge of various marketing, graphic design, and analytic tools such as Hootsuite, Adobe Creative Suites, Google AdWords, Google Analytics.
 - Comfortable in an unstructured, entrepreneurial environment.
 - A strong professional approach to work.
 - Commitment to quality, service, and innovation.
 - Creativity with the ability to think on your feet.
 - Ability to prioritize multiple tasks and goals.
 - Exceptional business and process judgment skills.
 - Organization and project management skills, able to manage multiple projects is a must.
 - Must be comfortable with latest technology used for marketing and sales and social media (web sites, CRM programs, LinkedIn etc.).
- OR-
- An acceptable combination of education and experience.

Physical Demands of Position

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- This position requires walking, sitting, or standing to a significant degree
- Must have the ability to lift 50 pounds from floor to waist, carry 50 pounds, and push and/or pull up to 20 pounds
- Must have the ability to climb ladders and/or stairs
- Stooping, crouching, kneeling, and bending
- Handling, feeling, and gripping would be required for some activities
- Visual acuity is required to inspect work completed
- This role may be subject to internal and external environmental conditions

Acknowledgement

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities. Nothing in this job description restricts management’s right to assign or reassign duties and responsibilities to this job at any time.

I acknowledge that I understand the information contained in this document and can perform the essential functions of this job without accommodations. I also acknowledge that employment with Steffes Solutions LLC is at-will and not for a specific period of time and can be terminated at any time, with or without cause or notice, by Steffes Solutions LLC.

Employee Signature: _____

Printed Name: _____

Date: _____

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