Marketing Coordinator

StructurePoint is currently seeking a Marketing Coordinator with a Business/Marketing degree to market and promote StructurePoint Engineering software to engineers in the construction industry by developing and implementing marketing and advertising campaigns, tracking sales data, maintaining promotional materials inventory, planning meetings and trade shows, maintaining databases, and preparing informational reports.

Qualification

- Implement marketing and advertising campaigns by assembling and analyzing sales data, preparing marketing and advertising strategies, and planning and organizing promotional materials.
- Prepare marketing reports by collecting, analyzing, and summarizing sales data.
- Support sales staff by providing sales data, market trends, forecasts, account analyses, new product information, and relaying customer service requests.
- Research competition by identifying and evaluating product characteristics, market share, pricing, and advertising, in addition to maintaining a research database.
- Plan meetings and trade shows by identifying, assembling, and coordinating requirements; establish contacts, develop schedules and assignments, and coordinate mailing lists.
- Monitor budgets by comparing and analyzing actual results with plans and forecasts.
- Stay up to date with industry knowledge by participating in educational opportunities or reading and analyzing trade publications.
- Develop and explore business opportunities through prospecting and nurturing leads.
- Explore opportunities to add value to personal duties.

Requirements

- Knowledge of Spanish, or another language, is useful but not required.
- Flexible and willing to perform varying projects in an active and fast-paced customer-oriented environment.
- Strong abilities in written and spoken communication.
- GPA of 3.00 or higher.

Additional Info

- Employment type: part-time
- Compensation type: paid, based on experience/interview
- Personal Experience: not-required