

## Marketing Project Coordinator

### Job Description

Status: Full-Time Position  
Schedule: 8:00 am to 5:00 pm – overtime as needed  
Supervisor: Marketing Manager

#### **Summary:**


The ideal candidate for this position is inspired by working to manage successful corporate events such as; large National, international and Local tradeshow, National Sales Meetings, Rep Councils and a host of internal company events.

To thrive in this position, you will need to have strong project management skills, and the ability to organize and manage numerous and disparate projects within the same timeframe. You will need a working knowledge of common marketing theories, such as branding, public relations, publishing and customer relationship management methods, presentation techniques, and lead generation. You will be expected to work with cross-functional groups to gather information and execute the projects on a timely basis This person needs to be able to work collaboratively as well as independently

#### **Essential Functions:**

The list below is an overview of the essential functions of this position; however, the specific duties listed with each are a summation.

1. National and Regional Trade Show Management
  - a. Track and report all costs to project budgets.
  - b. Manage travel, logistics, scheduling of regional shows, as well as onsite services, as needed.
  - c. National Trade Show: Work with the team to establish a theme, implementing the theme throughout all components of the show, including: advertising, promotional items, and related show events. Onsite installation and dismantle of booth. Scheduling of attendees, hotel, travel, registration, and training prior to show. Scheduling and oversight of all equipment preparation and logistics to/from the show. Coordinating sponsorships and volunteer participation in pre-show activities and events. Coordinating and



managing company sponsored reception for our manufacturers' reps in its entirety, to include venue selection, menu selection, promotional items, invitation, and registration process. Responsible for lead management and follow-up post-show.

2. Project Management of all Marketing Projects and Programs:
  - a. Develop and manage timelines and schedules.
  - b. Complete individual marketing projects, as assigned.
  - c. Provide accurate and comprehensive reporting to the marketing team.
  - d. Manage the budget.
3. Management of Meetings and Company Events
  - a. Planning, management and budgeting for Rep Council, National Sales Meeting, Quarterly Sales & Marketing meetings, and community-based events and activities. Provide support for other events, as needed.
4. Marketing Asset Management
  - a. Responsible for scheduling updates or repairs of demo equipment, including machines in the demo trailer. Managing inventory and shipping of tradeshow materials, promotional items (research, design, order), clothing, all print materials, as well as any other assets related to marketing.
5. In-office position, able to participate in the hybrid schedule as work allows.
6. Travel: you will be required to be present for the total set up for the National trade show. In addition, you may travel for training purposes and other projects as needed. Expected travel will be less than 20%.
7. Physical Requirements: Able to lift, carry up to 25lbs without assistance. Preparation for and attendance at trade shows may require working extended hours in a day, standing for long periods, talking with customers, walking great distances, varying terrains, and temperatures, climbing stairs, answering phones, and/or working on a computer. Going to customer sites means that you will need to manage all the physical restraints of that site.
8. Manage and maintain the Marketing CRM database. Initial requirements will be to scrub campaign lists, de-dupe, cross reference and tag for future use. Continuous updating and scrubbing will be required on a monthly basis.





**Requirements:**

**Education:**

- a. High School Diploma required
- b. STRONGLY PREFERRED: Some College preferred in marketing, business administration, sales or equivalent life experience with event management or managing similar types of projects.

**Experience:**

- a. STRONGLY PREFERRED: a minimum of 1 year of Event Management experience that includes scheduling, logistics, delivering to the customer expectation.
- b. REQUIRED: Computer Proficiency: Microsoft Office including Excel, Word and Power Point, Creating interactive PDF forms.
- c. PREFERRED: Worked with customer relationship management (CRM) programs.

**Skills:**

- a. REQUIRED: Organization, Prioritization and Management of all details and ability to meet deadlines
- b. REQUIRED: Ability to work with a diverse group of people
- c. REQUIRED: Excellent verbal and written communications skills, including proper grammar, spelling and professional communications.
- d. REQUIRED: Ability to deal with conflict effectively resulting in a positive outcome for both sides
- e. STRONGLY PREFERRED: Mechanical aptitude, ability to comprehend and communicate mechanical and industry concepts
- f. REQUIRED: Proven “customer-focus” attitude
- g. REQUIRED: Must be self-initiating, independent, and have good problem solving skills. Must learn and retain information with ease.
- h. REQUIRED: Ability to learn the industry and be able to speak about it with customers, as well as with outside marketing resources.





**Working Conditions:**

- a. Drug-free, non-smoking environment
- b. Duperon Corporation is an excellent business opportunity for an individual who is dedicated and looking to establish a career. There is potential for a person who wishes to grow with the business.
- c. Duperon is a dynamically paced company with a fast-growth strategy – which means that often protocols and processes that were appropriate a year ago are no longer valid. An individual should examine their personal style and preferences to determine if this would be a suitable environment.

**Other Requirements:**

- a. Must be appropriately and professionally attired to business standards and practice good hygiene.
- b. Able to lift up to 25 lbs maximum.
- c. Able to sit and work on a computer for long periods of time.
- d. Must have a high level of personal integrity, ownership and pride, and see something possible for oneself as an individual within the company vision.
- e. Travel and overnight stays are required at times, however less than 20% of the time.

