



JOB DESCRIPTION
Marketing Coordinator

<u>Department:</u> Sales & Marketing	<u>Job Status:</u> Full-time (benefits eligible)
<u>FLSA status:</u> Non-Exempt (hourly)	<u>Reports to:</u> Sales Director, Marketing Manager
<u>Location:</u> Auburn, CA	<u>Travel Required:</u> Possible
<u>Supervisory Responsibility:</u> No	<u>Work Schedule:</u> M-F, 8-5

SUMMARY:

This position is responsible for supporting the Director of Sales and the Marketing Manager, coordinating events, campaigns, and travel, as needed. Manages all public posting of marketing for the Company and promotes image/branding across multiple channels, through creative and strategic print/social media/personal interaction. Employs Salesforce and related applications to track and report campaigns effectively.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Assist Marketing manager and Director in Executing Budget Calendar, including campaigns, lists, letters, shows, inventory
- Manage Salesforce.com database hygiene
- Review duplicate database for leads with leads, and leads with accounts
- Compare Accounts
- Update incorrect zip codes
- Update DO NOT MAIL status on returned mailers
- Ensure every newly approved account has correct information
- Monitor and build Web and Social Media Presence
- Search the web for Nella Oil and Flyers and replace all public listings with correct company names and location names, i.e Shell-Flyers, so guests can find our locations and we'll capture more gallons
- Search Twitter, Facebook, Google Plus, Youtube, Pinterest for target audience companies, media and bloggers to follow as well as to see who THEY follow to find more handles to follow
- Industries/Associations (Transportation, Ag, Construction, Mining)
- Execute Social Media Calendar with pre-determined messages at best times for specific audiences
- Execute survey collection to customers and non-customers for customer segmentation
- Conduct Salesforce.com ongoing training
- Help organize archive of materials/assets available to sales reps/manage documents
- Manage vendors for print projects
- Do low-end graphic design/text updates to existing graphics pieces,
- Assist with public posting to promote open jobs at Company
- Coordinate calendars for Sales Director and Marketing Manager as needed
- Monitor phone calls to/from Press, assist with press releases
- Book travel and manage expense reports as needed
- Handle marketing accounting invoices and approvals
- Attend and/or schedule community events as needed
- Attend and/or schedule meetings with directors for all press releases

- Provide support during and after acquisitions in new market
- Using CRM for forecasting, follow up, marketing and customer service
- Cross-sell or work within multiple business channels when applicable
- Motivated by exploring new channel, contributing to team success and having career growth opportunities
- Assist with production of Company newsletter alongside HR, overseeing the coordination graphic design, printing and distribution stages
- Monitor benchmarks for measuring impact of campaigns on all marketing channels, run reports as needed to support departmental goals

GENERAL RESPONSIBILITIES:

- Promote and support company image standards
- Cross train and/or act as back up for other positions in the department
- Adheres to all city, county, and state regulations
- Stay familiar with the Company Handbook and Company Policies.
- Communicate effectively with team members in other departments to resolve problems and provide information as needed
- Work in a safe manner at all times and report all accidents immediately

QUALIFICATION REQUIREMENTS:

To perform this job successfully, an individual must be capable of performing each of the above stated essential duties 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.

EDUCATION and/or EXPERIENCE: Associates degree (A.A.) or equivalent degree from a two-year college or two (2) years of related experience. College degree preferred with a focus in Business Marketing preferred but not required. Other education and/or experience may be considered as a substitute. 2+ years marketing experience preferred. Proficient in MS Office applications and Google applications/email required. Experience with CRM software, Salesforce and Chatter, a plus.

LANGUAGE and/or COMMUNICATION SKILLS:

Ability to read and comprehend complex instructions, correspondence, and memos. Ability to write simple correspondence. Ability to read and comprehend instructions as well as procedural manuals. Ability to effectively present information in one-on-one and small group situations to guests and other team members. Ability to communicate with Company personnel using the intercom, voice-mail and e-mail systems.

MATHEMATICAL SKILLS:

Ability to add, subtract, multiply and divide in order to carry out routine tasks in relation to the essential duties of the position. Ability to read and analyze basic statistics.

REASONING ABILITY: Ability to apply common-sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to strategize and create or revise campaigns accordingly.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by a team member to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential duties. While performing the duties of this job, the team member is regularly required to

stand and talk or hear. The team member frequently is required to walk. The team member is occasionally required to sit; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl. The team member must regularly lift and/or move up to 10 pounds, frequently lift and/or move up to 25 pounds, and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, and the ability to adjust focus. Must be able to examine documents, reports and other data in either hard copy or electronic form.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those a team member encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties. While performing the duties of this job, the team member rarely works in high or precarious places. The noise level in the work environment is usually moderate to low.

Approved JG (HR, Sales)
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