

Creative Marketing Coordinator – Position Description

Job Title: Creative Marketing Coordinator
Department: Marketing
Reports to: Marketing Manager
FLSA Status: Non-Exempt
Prepared by: Marketing
Rev Date: 01/27/21

Job Summary:

Reporting to the Marketing Manager, the Creative Marketing Coordinator will be primarily responsible for the creative development of copy and design for promotions, advertising, messaging, and marketing campaigns.

Supervisory Responsibilities:

- None

Duties/Responsibilities:

- Support creative development of marketing initiatives
- Work closely with other team members to ensure content aligns with strategy and is delivered on schedule
- Create marketing content in support of brand awareness, market development, lead generation, product education and trade event initiatives
- Any additional duties assigned by the manager

Required Skills/Abilities:

- Positive, contagious attitude and respect for others.
- Genuine passion for both copywriting and design.
- Excellent verbal and written communication skills.
- Excellent interpersonal and customer service skills.
- Excellent organizational skills and attention to detail.
- Excellent time management skills with a proven ability to meet deadlines.
- Ability to function well in a high-paced and at times stressful environment.
- Proficient with Microsoft Office Suite or related software.
- Ability to be resourceful and proactive in dealing with issues that may arise.
- Experience using Adobe products to create visual art for marketing purposes.
- Ability to give and receive feedback, especially with your own creative work and incorporate past feedback into future work.
- Able to conceptualize and produce designs and copy for print and digital assets including product literature, advertisements, emails, signage, direct mail, etc.
- Ability to travel up to 5% of the time.

Education and Experience:

- BS/BA degree in Marketing, Communications, Graphic Design, or equivalent experience.
- At least two years combined experience in marketing communications, content development and copywriting.

Physical Requirements:

- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at times.

Benefits:

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| • Full time position | • Life insurance | • Supplemental insurance |
| • 40 hours per week | • Flex spending plan | • Simple IRA retirement plan |
| • Paid vacation | • Dental insurance | • Short and long-term disability |
| • Health insurance | • Vision insurance | |

To Apply:

Please send your application and resume to apply@ldj-products.com.