



# Marketing Coordinator

Thanks for applying to join Team Eagle!

As a Marketing Coordinator, you will be working with a strong marketing team to lead the charge of our company's marketing efforts. You will be expected to create print, digital, and social media content to push Eagle's brand awareness and position in the market. You should have a solid understanding of marketing techniques with a keen interest in providing a consistent brand voice across all marketing activities to specific audiences. Eagle asks that you have a strong background in Adobe Suite. You will report to Eagle's Marketing Director.

## Job Responsibilities

- Develop print, digital, and social media content
- Implement marketing plans with the Marketing Director and strategic marketing partners
- Create, maintain, and strengthen the organization's overall brand through all media avenues
- Work with Sales department to develop 4P strategies
- Setup tracking systems for marketing campaigns and online activities
- Build brand awareness and positioning
- Maintain and continuously improve the Eagle catalog, print media, and website
- Coordinate and develop Eagle's trade shows, conferences, trainings, sales trips, and company events

## Job Requirements

- BA/BS degree or equivalent
- 3+ years' marketing experience
- Highly organized and strong attention to detail
- Strong background in digital design
- Must be flexible, creative, and open to new tasks as needed
- Excellent interpersonal, written, and oral communication skills
- Experience with social media marketing and content marketing
- Ability to multi-task, prioritize, and manage time effectively
- Knowledge of WordPress, Adobe Suite, and MS Office (Word, Outlook, Power Point, Excel)

As an equal opportunity employer, we consider applicants for all positions without regard to race color, religion, creed, gender, national origin, age, disability, marital or veteran status, or any other legally protected status.