



Marketing Coordinator

The Marketing Coordinator position is a general contact point for several departments and management to provide needed information and marketing support. Success in this position builds the company brand and assists in guiding the company to increased revenue, market share and profitability.

Key Responsibilities

- Works with trade show organizations and internal departments to plan, organize and execute company involvement in trade shows.
- Sources advertising opportunities and handles ad placement in trade publications.
- Helps to develop and implement marketing plans for new product launches.
- Responsible for continuous management of marketing materials.
- Format and launch e-letters, press releases, technical bulletins and other e-mail marketing activities.
- Maintain e-mail database through sign-up over web form.
- Prepare reports for sales and customer/prospect tracking and analysis for use by sales department and senior management.
- Maintain customer database for accurate use by sales team and management.
- Help to maintain company website and social media campaigns.

Education, Experience and Skills

- Bachelor's degree or equivalent experience desired with additional coursework a plus.
- Experience in sales or marketing preferred.
- Strong problem solving and analytical skills.
- Strong oral and written communication skills.
- Skilled in Microsoft Office and database software.
- Familiar with Adobe Creative Suite: InDesign, Photoshop, Illustrator, Acrobat.
- Ability to work independently.

Qualified candidates may send their resume to:

Broadcast Electronics
Attn: Human Resources
4100 North 24th St., Quincy, IL 62305
Or tzanger@bdcast.com

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