

### **Marketing Coordinator**

The ideal candidate is self-motivated and a creative thinker to support the KES sales team and company in promoting Kaufman Engineered Systems to existing and new customers.

#### **Job Responsibilities:**

- Collaborate with Account Managers and Sales team to identify brochures, social media, and product support documentation needing to be updated and or done to support selling KES offerings.
- Work with industry magazines on advertising and issuing of cases studies to promote KES.
- Design, write, and issue case studies for KES website and social media on new KES successful system's
- Work with KES videographer on new system video's, manage library of past and new system videos, and manage KES YouTube videos, and manage new release of videos for social media.
- Organize and manage KES system pictures.
- Manage customer satisfaction surveys.
- Manages branding to align with marketing goals.
- Ability to write effective, creative marketing content.
- Manage KES website. Optimize Google Ads, website function and effectiveness to market KES offerings, creation of new webpages, and overall design and architecture of website with the main goal of creating a website which promotes KES leadership in the industry.
- Plan new strategies and marketing to penetrate KES to marketplace
- Work with Sales Manager and sales team to assist them in new customer account penetration.
- Performs basic marketing tasks such as printing, binding, scheduling appointments, coordinating tradeshow, planning events, vendor management, proofreading, etc.

#### **Education, Experience Skills Needed:**

- Associates Degree in Business, Communications, Advertising/Marketing, related field
- Sales and/or Marketing experience
- Excellent written and verbal communication skills
- Self-motivated and disciplined
- Creative thinking
- Ability to work independently and as a team
- Advanced Computer skills: Adobe Photoshop, InDesign, Premiere and Illustrator \* a plus