

THE WILSON AGENCY JOB DESCRIPTION

Job Title: ***Marketing Coordinator***

Reports To: ***VP Marketing & Business Development***

FLSA Status: ***Non-exempt***

Summary:

This position is responsible for fulfilling marketing tactics and providing administrative marketing support that promotes The Wilson Agency and performs marketing, sales and client services tasks and responsibilities.

Primary Job Responsibilities/Essential Functions:

Marketing

Ensure marketing initiatives are carried out by performing duties including but not limited to:

- Draft press releases for agency, ensure proposed edits are performed and distribute to applicable media. Follow up with and monitor media to ensure press release was published.
- Write, edit and publish promotional materials for agency including but not limited to web content, white papers, blogs, email notices, case studies, social media, etc. Perform necessary research to ensure accuracy, audience interest, best practices, etc.
- Research industry data, geographic and market data to assist with targeted marketing, communication, etc.
- Using nationally-provided marketing materials, create and/or edit co-branded materials for distribution from agency.
- Working with advertising representatives, ensure advertising, sponsorship, etc. are accurate and appropriate for the targeted audience. Monitor promotion media to ensure agreements/contracts are fulfilled.
- Manage the communication and follow up of leads by maintaining engagement with the representative, following up with agency representative, reporting sales activity when applicable, etc.
- Monitor, review, analyze and report on incoming leads from all marketing efforts.

Customer Engagement and Service

- Maintain communication with current clients and potential clients; this can be done a variety of ways but is primarily through email database software application.
- Administer various surveys (using various mediums) to clients and potential clients to identify agency's strengths and areas for improvement. Perform follow up to encourage and to thank representative for participation.

- Execute Client Appreciation Program by facilitating the ordering, organizing and distribution of gifts/items.

Administrative and Logistic Support

- Oversee maintenance and updates to Client Relations Management database. Perform data entry regarding marketing activity, create/pull reports from database, assist in the creation of reports for Executive Management.
- Assist in the creation/submission of Request for Proposals.
- Coordinate activities for marketing, sales, client and TWA community sponsored events. This could include arranging for space, catering, media, etc.
- Oversee an orderly filing system in hardcopy and electronic format.
- Perform data entry, word processing, record keeping, etc. as necessary.
- Assist with other general office duties, including back-up for the front desk as necessary.

Required Qualifications

Education and Experience

- High school diploma (or equivalent)
- Two years administrative experience performing work in marketing, advertising, promotion or sales.

Post Secondary education with emphasis in communications, advertising, marketing, sales, or similar field will substitute for the work experience on a year for year basis.

Knowledge, Skills and Abilities

- Ability to keep abreast of industry trends and to interpret/draw inferences on how best practices, use of technology, etc. can be applied to Alaska market/agency needs
- Communication skills (oral and written) and the ability to effectively build and maintain client and colleague relationships
- Capable of working on multiple tasks simultaneously, maintaining accuracy and attention to detail
- Strong time management skills with the ability to prioritize and meet deadlines despite frequent interruptions (i.e. phone calls)
- Ability to work in a team environment with the ability to make independent decisions
- Ability to think creatively and negotiate resolution
- Strong customer service skills and orientation
- Proficiency with Microsoft Windows and Microsoft Office Suite and ability to self-direct learning when necessary
- Ability to understand and apply HTML or website software and ability to self-direct learning when necessary
- Ability to use Internet for information gathering and data entry purposes
- Ability to become proficient with industry software, web-based technology and agency management systems

- Creativity

Physical Requirements

The incumbent spends approximately 75% of his/her time sitting (with 50% or more of work time working on the computer), 10% walking (in transit), and 10% standing. While working at desk, the incumbent will frequently grasp/handle the phone and/or paperwork, twist and reach at waist for objects on desk and over shoulders for objects in overhead storage areas to obtain necessary tools to do his/her job.

In addition, the incumbent will stoop/bend, squat, and use push/pull motions when dealing with client files and other necessary files stored in filing cabinets.

Working Conditions

The incumbent works in a typical office environment with respect to lighting, noise, vibration, air quality, temperature, humidity, fumes and odors. Exposure to weather is occasional as client meetings out of the office may be required.

Tools, Equipment, Vehicles and Machines Necessary for Job Performance

The incumbent uses a personal computer, typical business software, 10-key, phone, voicemail, fax, copier/scanner, and binding machine.

Approvals

The responsibilities identified in this position description reflect the current needs of The Wilson Agency. I have read and had an opportunity to discuss this position description with all relevant parties and understand the responsibilities and requirements listed.

Printed Name of Incumbent

Signature

Date

Printed Name of Supervisor

Signature

Date