



JOB DESCRIPTION

POSITION TITLE: Marketing Operations Coordinator

DEPARTMENT: Marketing

REPORTS TO: Director of Marketing

PURPOSE OF POSITION:

Coordinate projects within the marketing department and contribute directly to a wide range of marketing initiatives.

TOP PRIORITY FUNCTIONS

- Work closely with Director of Marketing to assess and prioritize marketing projects
- Work closely with Graphic Designer to ensure the on-time delivery of artwork
- Coordinate a variety of projects, including web development, PoP development, and new product launches within project management software
- Collaborate with Sales, Operations, and other departments on inter-departmental projects
- Facilitate the planning and execution of multi-channel monthly retail campaigns
- Coordinate and update the “toolbox” of digital marketing resources available to Furniture For Life licensed retail locations and other dealers
- Manage inventories of marketing and sales assets
- Use Adobe Creative Suite software to resize and adapt digital artwork for different media and use cases. as requested by licensed retailers and other dealers. Includes digital ads, print ads, and POP
- Work with 3rd party web development agency on website updates and improvements, and occasionally make changes to websites yourself
- Coordinate with partner agencies and 3rd party publishers to manage digital and print ad placement for licensed retail locations and dealers
- Assist licensed retail locations and dealers in choosing appropriate POP

TO PERFORM FUNCTIONS EFFECTIVELY AND EFFICIENTLY:

- Excellent written and verbal communication skills
- Strong project and time management skills, including prioritization and delegation
- Ability to switch tasks at a moment's notice
- Extremely organized and detail-oriented
- Ability to manage multiple projects with efficiency and reliability
- Strong interpersonal skills
- Take ownership of individual projects while working on collaborative projects
- Ability to both receive and provide constructive feedback
- Proven ability to work independently and as a member of a team

This job description is intended to cover the major responsibilities of the position; however, the incumbent may be asked to perform other duties. Incumbents will be evaluated in part based on their performance of the functions listed in this job description.



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MINIMUM KNOWLEDGE & EXPERIENCE:

- Bachelor's degree preferred
- 3-5 years of marketing, project management, or related experience
- Experience with in Adobe Creative Suite, particularly InDesign and Photoshop a plus
- Experience with cloud based project management software such as Asana or Team Work preferred

WORKING CONDITIONS/SAFETY HAZARDS:

- Office Setting
- Minimal Travel Required

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