

CSJB Holdings, Inc.

521 NE Loop 289 Lubbock, TX 79403
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JOB DESCRIPTION

Job Title: Marketing Coordinator
Department: Administration
Reports To: Manager
FLSA Class: Exempt
Pay Type: Salary

I have received my job description and understand that I will be evaluated on the requirements set forth therein.

Signature: _____

Date: _____

SUMMARY

To develop, establish and maintain marketing strategies to meet organizational objectives. Effective management of the marketing, advertising and promotional activities of the organization.

ESSENTIAL DUTIES AND RESPONSIBILITIES (include the following, however, other duties may apply.)

- Manage and coordinate all marketing, advertising and promotional activities
- Conduct market research to determine market requirements for existing and future customers and products
- Analysis of customer research, current market conditions and competitor information
- Develop and implement marketing plans and projects for new and existing customers
- Expand and develop marketing platforms
- Manage the productivity of the marketing plans and projects
- Monitor, review and report on all marketing activity and results
- Assist with management of marketing budget
- Create marketing presentations
- Collaborate with sales and customer service department
- Monitor industry best practices
- Assist in various Continuous Improvement projects and assignments

SUPERVISORY RESPONSIBILITIES

This job has no supervisory responsibilities.

QUALIFICATIONS

- Excellent written and verbal communication skills, including the ability to present information to upper management.
- Attention to detail and the ability to effectively multi-task in a deadline driven and evolving environment
- High level of self-motivation, must be open-minded and possess an outgoing personality
- Excellent organizational and time management skills
- Able and willing to travel as needed
- Creative and forward thinking with marketing projects

EDUCATION and/or EXPERIENCE

- Bachelor's Degree in Marketing, Public Relations or Communications preferred
- Experience in online media platforms and analyzing statistics required
- Computer skills including Microsoft Office, Outlook, Excel, etc. required
- Minimum of three years of experience required

LANGUAGE SKILLS

Effectively communicate and understand instructions both verbally and written in the English language. Ability to effectively interpret and translate instructions to other employees in a professional and respectful manner. Effectively communicate with clients and fellow employees both verbally and written in the English language. Must be able to write in and give presentations a professional/business manner.

MATHEMATICAL SKILLS

Ability to perform basic mathematical computations. Ability to apply concepts such as fractions, percentages, ratios and proportions to practical and complex situations.

REASONING ABILITY

Ability to define problems, collect data, establish facts and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables Excellent organizational, multi-tasking and prioritizing skills. Communicate honestly with all employees and provide solutions to problems in a timely fashion.

PHYSICAL DEMANDS

Ability to lift 50 lbs. when required. While performing the duties of the job, the employee is regularly required to sit, stand, walk and reach with hands and arms. Must be able to sit in a vehicle and drive for long periods of time. Occasional travel by conventional means will be required. Specific vision abilities required by this job include close vision, distance vision, color vision, depth perception, and ability to adjust focus.

MENTAL WORK DEMANDS

Regular and on-time attendance. Hours regularly exceed 40 hours per week. Occasional travel by conventional means including aircraft and motor vehicle.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those and employee encounters while performing the essential functions of this job. The noise level in the work environment is usually low.