

# HARPER INTERNATIONAL

## POSITION DESCRIPTION

The Position Description is the tool used by Harper International to communicate and clarify the essential job functions, establish the basis for performance expectations, and identify training needs for each position.

### **Part I - Reporting Structure**

**Job Title:** Marketing Coordinator

**Department:** Sales and Marketing

**Reports To (Position):** Director of Marketing

**Supervises (Positions):** n/a

**Status:** Non-Exempt

### **Part II – Position Objective**

Assist in executing marketing goals through implementation of various programs. Complete assignments consistent brand messaging in line with our strategy across all platforms including web, advertising, promotion, events, partner and customer correspondence, print materials, video, and all other communications.

### **Part III – Job Responsibilities**

#### Essential Duties

1. Execute improvements to websites including continual content development and search engine optimization updates. Develop plans for improvement.
2. Coordinate advertising programs, including interface with ad agencies, management of ad schedules, development of ads and placement with publications.
3. Assist with planning of trade shows and other corporate events.
4. Support publicity programs, including writing product and company press releases, newsletters, and other copy.
5. Fulfill sales and other internal department requests for marketing support.
6. Assist with miscellaneous administrative tasks such as vendor payments, working with photography, organizing access to marketing materials, etc.

### **IV – Knowledge, Skills, Education**

1. Possesses (or is working towards) a Bachelor's Degree in Business Administration or other marketing – related discipline. Preference given to Business students with a concentration in Marketing.
2. Background in marketing environment either with an agency or a company in business to business selling.
3. Ability to develop strong relationships with internal team to gather information, create consensus and facilitate dissemination of marketing communications. Interact with vendors to evaluate proposals, implement projects, and manage timelines.
4. Strong in multitasking and communication. Manage multiple projects at once and be detail oriented in the thorough completion of all tasks. Strong communication skills

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both written and verbal. Required to be self motivated to take a project from beginning to end.

5. Experience with web design (HTML, WordPress, etc.) and/or Adobe design software a plus

#### **V- Work Environment**

1. Office
- 2.
- 3.

#### **VI - Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to walk. The employee is frequently required to sit, use hands, reach with hands and arms, talk and hear. The employee is occasionally required to stand, stoop, kneel, crouch or crawl.