

## JOB DESCRIPTION

**Job Title:** Marketing & Operations Coordinator  
**Department:** Marketing & Operations  
**Reports to:** Director of Marketing  
**Position Type:** Salary/Non-Exempt

### PRIORITY RESPONSIBILITY

Reduce the administrative and marketing burden upon the company, primarily for executive and sales staff, so that the company can maximize its throughput and revenue generation.

### SPECIFIC TASKS

#### Marketing Administrative Support

- Email marketing platform support.
- Assist with the management of campaigns from planning to production, including brief development, ideation, channel recommendations, creative development, configuration implementation.
- CRM maintenance and support.
- Help the team coordinate centralized functions (i.e., campaign development and deployment, development of content marketing, event marketing, PR, website, etc.) to support marketing initiatives.
- Assist with the planning, execution, and implementation of the marketing strategy and plan, including campaigns, events, web, advertising, rich media, digital marketing, social media, sales tools, and PR.
- Assist in ensuring that the marketing calendar is developed and maintained throughout the year.
- Campaign performance reporting across all digital marketing efforts, providing insights and recommendations, when possible, as directed by Director of Marketing.
- Ensure consistent branding and messaging across all communications.
- Work closely with other departments to develop compelling content that drives engagement.
- Assist with global tradeshow and conference coordination.
- Create, proofread, and edit copy for various marketing channels, ensuring consistent voice.
- Other tasks as required.

#### Administrative Office Support

- Shares office management duties with the Director of Operations to maintain an orderly appearance and upkeep of the office, including organizing, straightening, ordering, and stocking office and breakroom supplies.
- Assist the Director of Operations in planning, organizing, and coordinating functions relating to the operation of the business.
- Weekly, monthly, and quarterly financial reporting as directed.
- Assist Sales by providing and preparing various required documents upon customer requests.
- Process order fulfillment for new customers, including licensing and database updates, invoicing and emailing customers.
- Document management and filing for the office, including managing current and archive files, processing general paperwork, and maintaining organized filing records.
- Coordinates with various departments to achieve optimal work production across the board.
- Other administrative and office support as needed.

## QUALIFICATIONS

- Must be steady and analytical, with a very high sense of order and organization. Continual attention to detail and accuracy amid frequent interruptions required.
- Must be proficient in MS Office, including Excel, Word and Outlook.
- QuickBooks knowledge and basic bookkeeping preferred.
- Must be able to efficiently and accurately juggle multiple tasks and demands as prioritized by others.
- Exhibits a professional demeanor with effective verbal and written communication. Experience communicating directly with customers a plus.
- Minimum of 2 years experience in a professional or technical administrative/marketing position serving an office of more than 15 employees required.
- Previous experience in a technical office, especially software, biotechnology or genetics, a plus.
- Marketing/media/communications diploma or degree, or equivalent experience and education.
- Basic scripting or programming a plus
- Must have strong understanding of SEO and SEM and how these practices drive revenue
- Knowledge and experience with marketing tools:
  - CRM systems (Dynamics 365 a plus)
  - Marketing automation platforms
  - Website development – strong understanding of HTML and CSS
  - Proficient in graphic design tools
  - Knowledge of Google Analytics and AdWords
- Excellent written and verbal communication skills, as well as outstanding copywriting and proofreading skills
- Firm grasp on various marketing platforms, channels, and best practices, including social, digital, and email marketing.
- Must be a self-starter and able to independently move projects forward, prioritize tasks, and meet deadlines.
- Must have strong analytical skills to analyze metrics and create reports.
- Must have a high level of creativity.