



Job Description

Employee & Title

Open Position

Job Title:

Marketing & Sales Coordinator

Department:

Sales

Reports to:

Operations Manager

Location:

Belleville, MI

Job Summary:

As a key member of the sales team, the Marketing Coordinator will report to the Operations Manager and assume a strategic role in the overall direction, coordination, implementation, execution, of specific marketing objectives and projects ensuring consistency with company marketing and sales strategy, commitments and goals.

Marketing Coordinator is an important member of a company's sales team. By supporting sales representatives with marketing and coordinating sales-related activities within the company, they contribute to achieving sales targets. Although they do not have responsibility for selling and not compensated to sell, sales coordinators play an important part in maintaining good customer relationships by acting as an extension of the field sales force. Marketing Coordinators require excellent organizational, administrative and communication skills, together with an ability to deliver high standards of customer service.

Specific responsibilities include but are not limited to:

Marketing

- Contact potential clients for FL and FLIR within our 4 State regions. Gather information about them and learn potential needs
- Set up meetings with new clients or existing clients in collaboration with the sales team
- Monitors the industry to learn of new projects in the future that may have potential for sales through; newspapers, magazines, conversations with other industry sales people
- Assists in keeping the Website and Social media up to date
- Promotes special events sponsored by FL / FLIR
- Determines and initiates press releases and news articles
- Helps sales team with reminders about responses from them to clients; thank you cards, personal email marketing

Managing a CRM System (Customer Relationship Management System)

- Implement and Maintain a Customer management system.
- Support and provide training to Sales Team members on utilization of CRM
- Assisting in updating the CRM

Customer Experience and Satisfaction

New Sales Leads

- Distribute and track new account leads
- First point of contact for urgent calls, emails and messages when sales team members are not available.
- Sets up meetings, presentations and coordinates strategy for their success
- Visits job sites with sales reps as determined to help build relationships
- Assists sales reps with their needs to meet sales objectives

Administrative

- Assists in helping to resolve client conflicts in consultation with Key Sales Team Members
- Meet and support sales meetings with clients
- Maintain Sales policies, practices and procedures developed by Management
- Assist sales Team members
- Collaborate and develop Promotional and trade show opportunities
- Maintain and Hold Regular Sales Staff meetings, notes, Action Items and Deliverables

Reporting & Accounting

- Review Accurate market pricing and consistency
- Review Discounts applicability
- Manage the Nexus pass off of invoices to QuickBooks
- Weekly, Monthly, Yearly Sales analysis and results
- Tracking Sales by sales associate and reporting

Training

Education & Experience:

- Bachelor's Degree or equivalent experience
- Sales administration experience a plus

Required Knowledge, Skills & Abilities-

- Develops product knowledge through education over time
- Proficient in Microsoft Office Suite
- Strong written and verbal skills
- Excellent organizational skills
- Ability to respond to client needs in a positive manner while maintaining a professional demeanor
- Team Player who strives for continuous improvement
- Flexible, professional, team player with a positive energy and strong work ethic to meet the needs of this client-driven business

This Job Description is intended to indicate the level of work that is expected of the Sales Coordinator and Support Staff and includes other tasks and duties as assigned.