

Job Title:	Marketing/Sales Coordinator	Department:	Marketing
Location:	Hamilton/West Chester, OH	Reports To:	Marketing Manager
Position Type:	Full time, non-exempt	Travel Required:	>10%
Level/Salary Range:	Commensurate with experience		

Applications Accepted By:

FAX OR E-MAIL:

(513) 755-0888 or inquiry@anestiwata.com

Attention: Human Resources

NO PHONE CALLS

MAIL:

Human Resources
Anest Iwata
5325 Muhlhauser Road
Hamilton, OH 45011

Job Description

KEY RESPONSIBILITY AREAS

- Trade Show & Event Coordination
 - Coordinate internal product orders, logistics, and services
 - Maintain exhibit inventory
 - Assist in show plan development & implementation
- Content Development
 - Coordinate development of articles, infographics, and other content for use across all media
 - Assist in development and update of catalogs, brochures, and flyers
 - Facilitate collection of technical documents in support of new content creation
 - Manage and update collateral libraries (image, video, content)
- Customer Relationship Management
 - Respond to marketing & sales related inquiries across all channels
 - Monitor and update customer records in CRM database
 - Manage internal trial/demo process
 - Coordinate with sales and customer service to address, expedite, and resolve customer issues
 - Assist Accounting in resolving customer credit holds
- Administrative
 - Monitor & track certain budget expenses
 - Assist in reporting & analytics functions
 - Facilitate printing and track inventory levels for key collateral
 - Other duties as assigned

QUALIFICATIONS AND EDUCATION REQUIREMENTS

Associates Degree in Marketing or related discipline

-or-

Minimum of three (3) years relevant work experience

PREFERRED SKILLS & EXPERIENCE

Technical Skills

- Salesforce.com or similar CRM experience is a strong advantage
- Excellent knowledge of MS Office (Outlook, Word, Excel, PowerPoint)
- Superior writing/editing skills
- Previous experience with ERP or other similar software

Relationship/Human Skills

- Sense of humor, creativity, passion, and integrity are non-negotiable requirements
- Superior emotional intelligence & above average people skills
- Excellent communicator, both verbal and written
- Team player with the ability to share information and work toward a common goal
- Exceptional attention to detail
- Demonstrable ability to multi-task and adhere to deadlines
- Well-organized with a customer-oriented approach
- Tech Savvy - Embraces new software and programs with a desire to become an expert
- Negotiation & problem solving skills
- Willingness to learn

WORK ENVIRONMENT

Small company environment.