



HVAC
Job Description

Job Title: Marketing Coordinator
Department: Marketing
FLSA Status: Non-Exempt
Position reports to: Marketing & Communications Manager

Position Summary (Purpose of job):

This position will be responsible for assisting and coordinating marketing promotions, events, communications, public relations, and other various activities. This position reports to the Marketing and Communications Manager and perform all duties within Samsung HVAC's policies and Ethical Standards. Duties and responsibilities include but are not limited to:

Key Responsibilities

		%
1.	Execute day-to-day marketing projects, initiatives, and positive guest relations through communications with internal and external customers	40
2.	Manage and monitor brand social media channels	10
3.	Work cohesively with the Marketing and Sales teams to create and maintain short-term initiatives and support the long-term brand strategy	10
4.	Create and monitor effective benchmarks for measuring the impact of marketing programs.	10
5.	Lead and execute events and trade shows.	10
6.	Brainstorm and collaborate with the marketing department on the organization & creation of content of campaigns.	10
7.	Monitor competitors and create competitive reports that provide rankings and any key learning	10
		100%

Minimum Job Qualifications:

Education/Training –

- Bachelor's degree, preferably with a concentration in marketing communications, or public relations
- 2-4 years' experience in Marketing
- Excellent written and verbal communication skills
- Demonstrated knowledge of marketing campaigns
- Extensive knowledge and understanding of MS Office (Word, Excel, PowerPoint)
- Excellent writing, editing, and proofreading skills
- Experience with HubSpot or CRM a plus

Business Experience –

- **Must be computer proficient - particularly in Microsoft Office including Word, Excel and PowerPoint**
- Cooperative team player
- Self-starter, multi-tasker, organized, and detail oriented
- Possess a sense of urgency to meet deadlines and work well under pressure
- Ability to collaborate successfully with various personalities

Specialized Knowledge/Skills –

- Knowledge of HVAC Industry a PLUS
- Excellent written and oral communication skills
- Ability to perform in a high volume, fast paced call center environment
- Proven ability to work independently as well as a productive member of a team
- Exceptional organizational and time-management focus
- Ability to collaborate with others
- Must be a team player with impeccable honesty and integrity

Working Conditions:

Environment (Office, warehouse, etc.) –

- Operate a computer keyboard, telephone and view a video display terminal more than 90% of work time
- Visual acuity, color distinction, and numeric and character detail distinction for the analysis and preparation of statistical reports and information

Physical Requirements (Lifting, standing, etc.) –

- Lift, move, or adjust general office equipment, boxes, or materials weighing up to 50 pounds using proper materials handling equipment and procedures
 - Occasionally work additional hours beyond normal schedule
 - Individual must possess a valid driver's license in good standing
 - Regular travel requirements with occasional overnight travel (Domestic and International)
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(This description is general in nature and is not intended to be an exhaustive list of all responsibilities. Other duties may be assigned as needed to meet company goals.)