***REPORTING RELATIONSHIP & FUNCTIONAL ROLE***

This person reports administratively and functionally to the Sales and Marketing Manager. The Marketing Coordinator protects and expands the image of the company in the marketplace and provides backup support and training for Inside and Outside Sales.

***REQUIREMENTS & CONDITIONS***

* ***Education:*** College degree in Marketing/Business preferred.
* ***Experience:*** Marketing experience preferably in the areas of hydraulic, pneumatic, and/or position-sensing components, such as, pumps, motors, valves, filters, cylinders, and actuators.
* ***Skills, Knowledge, Abilities:*** Average to advance level in Microsoft Office products.
* ***Character Traits:*** 
  + Team oriented and spirited
  + Dependable
* ***Physical Requirements:*** Long hours sitting and using office equipment and computers. Some light lifting of supplies and materials from time to time may be required.
* ***Working Conditions/Environment:*** A busy office environment. A number of projects may be managed at one time with frequent interruptions to meet the needs and requests of internal personnel and customers.

***RESPONSIBILITIES AND JOB DUTIES***

***Duties:***

* Maintain current manufacturers literature (electronic and hard copy)
* Maintain product line information (electronic, hard copy, etc.)
* Product Mailers (both email and US mail)
* Maintain competitors capability list
* Define/profile customer targets list
* Define/profile CFI customers profiles (NAICS codes)
* Maintain sales lead database
* Price Books and Price Changes
* Assist and in the development of on-line sales and design presentations (Webex)
* Facilitate and coordinate presentations by Webex
* Maintain website.

***Additional Duties:***

* Research manufacturers for distribution
* Search, analyze, and compile sales data for trends
* Locate end users through reseller information.

***Administrative/General:***

* Assist in development, review, and maintenance of processes, procedures, and guidelines
* Report and communicate with Outside and Inside Sales Managers/Supervisors pertinent information regarding Customer information and status
* Monitor overall market trends as related to competition, pricing, and technical developments
* Assist in development of annual marketing plan based on industry trends; set marketing goals to meet the plan; develop a budget to meet the goals.

Reviewed and Accepted by:

Employee: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Manager: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_