

MARKETING COORDINATOR
2-3 Years' Experience

Anova – the new name for DataOnline, Wikon, WESROC, iTank and ISA – is seeking a Marketing Coordinator with two to three years of experience to assist with the planning and execution of its global marketing strategy.

The Marketing Coordinator will serve as the quarterback to the Marketing Director’s coach – project managing the creation of marketing materials, ad campaigns, and tradeshow. The role will be dynamic, fast-paced, and a key part of the marketing team of an innovative, quickly-growing industrial technology company.

The best candidates will have experience with project management, event planning, and/or coordinating marketing activities. He or she should be extremely organized, detail-oriented, and cool under pressure. Willingness to step up to challenges and learn will be critical. And above all, a team player ready to work hard, laugh, and drive success.

Core Responsibilities

Coordinate tradeshow & event logistics

- Collaborate with sales and marketing teams to select and execute tradeshow needs:
- Manage registration
- Organize booth needs (electricity, carpet, furnishings)
- Collect and confirm - from event hosts and sales team - specifications for design
- Manage creation of physical assets, collateral, and giveaways with designers,
- Handle production with local and remote/international vendors
- Track costs

Coordinate print and digital advertising campaigns and their performance

- Execute strategic advertising plan (where, when, and how) by designing and implementing marketing campaigns with Marketing Director and designers
- Liaise with print publications on ad and interview/article specifications and timelines to create requests for designers
- Coordinate with freelance digital consultants regarding paid search and display ads
- Manage social media accounts
- Prepare marketing reports by collecting, analyzing, and summarizing data
- Owner of marketing contacts database, email platform (e.g. MailChimp/Constant Contact), and marketing automation

Be the go-to, get-it-done person to support marketing initiatives

- Competitor research collection; keep updated by working with sales team
- Manage all promotional materials and stock
- The quarterback to the Global Marketing Director

Core Skills & Competencies

- Highly detailed oriented; strong project manager
- Able to juggle multiple projects/workstreams at once
- Ability to collaborate across teams and with outside vendors – get stuff done without burning bridges
- Cool as a cucumber – doesn’t get frazzled or panic when something goes wrong; seeks solutions
- Able to say “no”
- Tradeshow management/coordinator or event experience
- Experience or ability to quickly learn digital marketing platforms (CRMs like Salesforce, marketing automation like Marketo, email platforms like ConstantContact)
- Crisp, clear communicator both verbally and written
- Friendly, but effective
- Hardworking, jumps to it at all times of day/week
- Upbeat, energetic

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