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# Example of Activation Coordinator Job Description

Our company is growing rapidly and is looking for an activation coordinator. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for activation coordinator

* Assist Manager and Director with the activation and fulfillment of select accounts
* Collaborate with sales colleagues to ensure a full understanding of partner marketing objectives and strategic priorities
* Conduct regular status meetings or calls with each account to provide detailed proof of performance reports and continually evaluate the effectiveness of the partnership
* Provide hospitality to partners and their guests at athletic events and department events
* Track expenses and manage budgets relating to the execution of accounts
* Take an active role in account renewals
* Maintain thorough communication with Director, Partnership Activation regarding all partner activity
* Performs all tasks necessary for the complete implementation of the activation of standard customer services order
* Participates in working with the customer to schedule activations
* Ensure local relevance of marketing based on local market and competitor expertise

## Qualifications for activation coordinator

* Retail and CPG experience
* Experience in successfully managing marketing projects
* 1 year of marketing or advertising experience
* 1-2 years’ experience in a sponsorship role in collegiate athletics or professional sports
* Ability to prioritize workload, manage time and projects, and demonstrate flexibility
* Ability to communicate professionally and effectively both written and orally, and with persons at multiple levels and of diverse backgrounds