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# Example of Field Marketing Coordinator Job Description

Our innovative and growing company is searching for experienced candidates for the position of field marketing 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 field marketing coordinator

* Conduct research and opportunity/investment evaluations to identify best sponsorship, co-branding and promotional opportunities in support of business strategies
* Manage participation in, logistics and benefits for several client and consultant conferences and sponsorships throughout the year
* Work closely with creative team and partners to communicate conference/sponsorship benefits and logistics, providing necessary data to begin campaigns
* Track project status and maintain project status reports to ensure on-time delivery
* Track and report agreed to next steps from meetings or calls
* Work with creative team and local market resources to manage edits to communications as needed
* Serve as a functional specialist, providing guidance, concepts and ideas based on best practices
* Ensure development of tools and processes to track business development activities
* Maintain and report on dashboards, program evaluations, reports and budgets for projects and programs
* Create, deliver, edit, and optimize marketing elements for Period Alignment Meetings

## Qualifications for field marketing coordinator

* Ability to manage multiple projects with short turn-around times
* Bachelor's degree in Marketing or equivalent field preferred
* Minimum 2 - 5 years’ experience in fast-paced, marketing/ restaurant operations related field
* Demonstrated success in creating and implementing LSM campaigns
* Demonstrated success with creating and cultivating relationships with restaurant operators
* Excellent written and verbal platform communication skills