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# Example of Field Marketing Coordinator Job Description

Our company is growing rapidly and is looking to fill the role of field marketing coordinator. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for field marketing coordinator

* Field questions on external opportunities (publications, networking events)
* Build awareness of new PPG Paints stores and drive consumers within a 5 mile radius to the location for Grand Opening events
* Cultivate relationships with existing and prospect customers via contractor breakfast/luncheons, demo days, and promotional events typically held at a PPG Paints store
* Local social media management
* Submit design requests to internal PPG design team when needed content is not available on the Office Max Marketing Portal
* Manage PO submittals and payment in Ariba for events and related expenses
* Assists with field print production with advertising agencies
* Leads the process to ensure awareness and alignment of field marketing projects with cross functional teams and departments
* Manages and tests barcodes with the Point of Sale System
* Maintains and updates the Field Marketing funding programs (Co-ops, One Store, Radio Outlier) and reconcile with Accounting and Development on a regular basis

## Qualifications for field marketing coordinator

* Well-organized, self-motivated and able to prioritize, manage and complete multiple projects and assignments
* Minimum Bachelor’s Degree in Marketing or Communications or equivalent
* Minimum 1 year prior experience in a Marketing support role
* Ability to effectively, prioritize, work well in high stress situations and under tight deadlines
* Ability to work in a team or independently when required
* 1-3 years of previous work Field Marketing work experience