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# Example of Field Marketing Coordinator Job Description

Our growing company is looking for a field marketing coordinator. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for field marketing coordinator

* Develop a thorough working knowledge of USATF programs, products, policies and procedures with the ability to respond to questions regarding merchandise, membership, and other programs
* Accurately reconciles field marketing estimates and invoices and process for timely payment
* Assist with the marketing initiatives for Denny’s company restaurants
* Support the Field Marketing Manager for Central & Southern Europe to define and execute a regional marketing plan for Southern Europe – including regional events, campaigns, webinars, PR, social media
* Provide event execution support – act as project manager to assist with venue selection as needed, manage vendor contracts, ensure appropriate materials are provided / shipped to the event organizers, events are staffed appropriately, provide onsite event set-up / wrap-up
* Standardize and cleanse lists gathered from local events (tradeshows, seminars) and other sources
* Manage execution of regional webinars – work with regional team to identify speakers, manage execution of webinar using the ON24 platform
* Execute regional social media marketing and content syndication
* Track marketing budget for South Europe, including creation of Purchase Orders and ensuring vendors submit invoices in a timely manner
* Support the Field Marketing Manager for Northern and Western Europe to define and execute a regional marketing plan for the region – including regional events, campaigns, webinars, PR, social media

## Qualifications for field marketing coordinator

* Work experience in an enterprise software or technology environment
* Self-starter who can accomplish project with minimal need for supervision
* In-depth understanding of the sales process and how to enable sales readiness
* The ability to think strategically, making data-driven decisions
* Experience creating, tracking and reporting marketing budgets
* Travel (up to 30%) for onsite event management and production