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# Example of International Marketing Coordinator Job Description

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

## Responsibilities for international marketing coordinator

* Translate marketing and sales materials
* Support the foreign markets (Hong Kong, Taiwan, China, Singapore, Malaysia, and on occasion Australia) with their requests
* Assist the marketing manager with various projects
* Create marketing materials with design programs
* Learn and train on marketing support IT systems (Hootsuite, Campaign Manager, etc)
* Work with Digital Team to make sure all international web content is up to date
* Budget and Legal
* Maintains budget spreadsheet
* Creates Purchase Orders and handles invoicing process
* Facilitates communication between the vendors and the legal team while contracts and SOWs are being drafted and keeps track of their status

## Qualifications for international marketing coordinator

* An understanding of and experience in product and digital marketing
* Self-starter who can work effectively in matrixed organization (product, engineering, QA, design, marketing, project management)
* Understanding of quantitative marketing concepts including CAC, LTV, ARPU, churn, and conversion rates
* Familiarity with online marketing tactics including PPC, CPA, CPE, Facebook Ads
* 1 year professional work experience, hospitality industry preferred
* Business Reporting Lead – 20%