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# Example of Marketing Coordinator Job Description

Our company is looking for a 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 marketing coordinator

* Create and send the co-op kits (suggested layouts, comps and requirements) to Retailers
* Route catalog ads through Marketing , Creative, Copy and Senior Management for approval
* Communicate edits to Retailers and request updated ads with changes
* Update and maintain the Co-op Advertising Overview with all cost/features/catalog names and circulations by account
* Provide competitive information and qualitative recommendations on catalogs to contribute to the Direct Marketing strategy by account
* Arranging local transportation international travel
* Daily interaction with salespeople across all asset classes to confirm meetings with clients
* Greeting / interacting with clients while escorting them to client lunches
* Assist in the strategy and development of strategic marketing campaigns that drive partner goals and network ratings
* Acquire and traffic channel assets for any and all affiliate requests and campaigns

## Qualifications for marketing coordinator

* Ability to learn internal database systems including Program Tracking, PDS, PFD and Digital Media Center
* 1-3 years Entertainment Marketing and/or Executive Administrative experience preferred
* Ability to work under pressure and meet deadlines in a constantly changing environment with often conflicting priorities
* 1+ year of experience as a Marketing Coordinator
* Bachelor degree in Marketing/Communications/Journalism
* One to three years of marketing experience, preferably within the media/publishing field