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# Example of Marketing Coordinator Job Description

Our growing company is hiring 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

* Provide quality assurance to all marketing campaigns and post-campaign analysis to review effectiveness of the campaign
* Collect analytics from campaigns to determine where campaign was effective
* Generate Salesforce queries for use as strategic marketing segments, mailing lists and email lists
* Coordinate with internal marketing team and external vendors on production and dissemination of marketing materials
* Coordinate with National Accounts in development of conference participation strategies, including pre- and post- conference communications
* Assist the Corporate Events Director with various events
* Generate and fulfill comp ticket orders for media
* Assisting with the creation and execution of promotions including GWPs, Sweepstakes
* The Marketing Coordinator is charged with supporting the Associate Manager on day-to-day management of the property
* Responsible for the collection and delivery of programming assets (copy, footage, images, metadata)

## Qualifications for marketing coordinator

* Detail orientated, meticulous organization, ability to facilitate multi-tasking in a fast-paced environment
* Strong interpersonal and verbal/written communication skills, project management, ability to quickly ascend a learning curve, comfortable with data
* Represent Affiliate Sales and Marketing team in Starz Networks internal meetings
* Become proficient in Starz internal software systems
* Website Audits --Review affiliate site for inclusion of STE services, movies
* Bachelor’s degree or equivalent in related field required