



Example of Field Marketing Coordinator Job Description

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Our company is growing rapidly and is looking to fill the role of 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

- Assist with partner questions, including how to navigate within the portal, where to find resources
- Customize ad templates to meet local market needs, incorporating specific calls-to-action/offers
- Coordinate and execute special events and neighborhood openings
- Maintain accuracy of all Division's community pages on brand websites and provide necessary creative assets (photos, video)
- Update and monitor MLS listings in conjunction with local broker solution
- Supply and customize, if necessary, community brochures and collateral
- Provide community-level marketing point-of-sale materials such as displays, flyers and inserts
- Order, install and ensure integrity of signage, flags, welcome mats
- Track and process invoices relating to marketing plan execution
- Provide quarterly community presentation audit/assessment from consumer's point-of-view

Qualifications for field marketing coordinator

- 0-3 years business experience, preferably in Marketing for a software company
- No fear of technology

- Strong organizational, time-management and communication skills with close attention to detail a must
- BS/BA degree or equivalent plus 2-5 years related experience