



Example of Senior Marketing Coordinator Job Description

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

Responsibilities for senior marketing coordinator

- Be the primary point of contact for outside vendors and partners
- Execute marketing plan components within scope
- Of responsibility (direct mail, web content, collateral material, content
- Development of marketing materials and collateral in coordination with global brands and agencies
- Plans, coordinates and implements merchandising and promoter projects
- Develops local customer specific POS material
- Plans and coordinates key customer fairs with agency
- Ensures presence of samples for key customer fairs, coordinates with KAM
- Develops, produces and delivers POS material for marketing activities
- Develops, produces and delivers PR merchandising kit

Qualifications for senior marketing coordinator

- 3+ years of professional experience in a Marketing role
- Previous experience working within Media, Technology, Design or Innovation Consulting firm
- Experience working on large municipal procurement proposals
- Providing simultaneous administrative support for leaders and/or a team
- Experience managing external vendors, including procurement, contracting, follow-up
- A Graduate with 2-4 years of work experience with strong experience of user support for Salesforce for Unlimited editions essential (preferably at a multi-

