



# Example of Senior Marketing Coordinator Job Description

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Our company is growing rapidly and is looking to fill the role of senior marketing coordinator. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for senior marketing coordinator

- Organize and execute all service line company-sponsored events including
- Sourcing and managing content schedule on the company's Facebook page
- Managing execution of print ad placement
- Managing online directory maintenance and updates
- Executing charitable donations working with internal and external partners
- Overseeing execution of editorial and article placements once strategy is developed
- Overseeing fulfillment of steep slope and low slope binders
- Monitoring the company's media hotline and researching opportunities, as presented
- Tracking invoicing and budget for branding and PR
- Write and edit clean, creative and consistently high-quality content for integrated marketing campaigns and programmatic branded materials

## Qualifications for senior marketing coordinator

- Proficiency with Salesforce.com configuration including creation of standard and custom objects and fields
- Motivated self-starter and shows initiative with ability and drive to perform in a very fast-paced environment, able to multitask and adapt to changing priorities
- Experience of using analytical tools Omniture and Google Analytics

- Directs the development, organization, and production of proposals and marketing materials such as presentation materials, resumes, and brochures