



## INDUSTRIAL SALES COMPANY MARKETING COORDINATOR

### **COMPANY OVERVIEW**

A 48-year established distribution company based in Olathe, Kansas focusing on the irrigation, landscape, lighting, waterscape, industrial, municipal, gas, and telecommunication industries is looking for an experienced, high-energy person that can contribute to our continued growth and success. We offer a competitive salary/compensation package with benefits. We are an equal opportunity employer and perform background checks prior to hiring for any position.

### **JOB OVERVIEW**

Marketing and advertising design/coordination for enhanced communication with the Marketing, Sales, and Purchasing Departments. Specifically, designing promotional flyers, brochures, and event invitations, and working out details on marketing programs and events. The Marketing Coordinator reports to the Executive Assistant and Marketing Manager/Company President and works with all departments and personnel including Departmental Managers, customers, advertising agencies, printing companies, and packaging suppliers for the promotion of programs and products. Working from preliminary specifications, the Marketing Coordinator designs/arranges samples of proposed artwork, receives final proofs, obtains final approvals, and arranges for procurement of packaging or promotional materials.

### **RESPONSIBILITIES**

Organizes conceptual design and development of marketing, advertising, and sales promotions to enhance the overall Company market share.

- Advertising: Flyer design and coordination of sales programs, special promotions, and overall Company advertising activities.
- Event Coordination: Assists the Sales Department with preparing for special projects programmed for extra sales opportunities, i.e., trade shows, seminars, hospitality events, "specials," etc.
- Implementation: Apprises the necessary Departments of marketing and sales promotions to maximize program comprehension and results.
- Reports: Prepares reports and supporting documents to measure results and advise on various sales and promotional activities.
- Digital Marketing: Maintain website information, assist in website design, and content creation.
- Promotional Items: Monitor inventory analysis, ordering, and reviewing for new items for addition and modification of existing inventory.
- Providing organization and follow-up for assignments, events, promotions, and activities to ensure deadlines are met and activities run smoothly.
- Marketing coordination requires continual communication with Marketing, Sales, Sales/Service and Purchasing/Inventory Departmental Personnel. The Marketing Coordinator will collaborate with a variety of team members to follow-up on assignments and assure adequate communication is achieved within the appropriate departments.
- Develops strong interactive working relationships with Marketing, Sales, Sales/Service, and Purchasing/Inventory Departmental Personnel along with outside vendors. Understanding performance requirements, manufacturers' promotional programs, and general scope of market conditions is critical to achieve the desired results.

## **QUALIFICATIONS**

- Undergraduate degree from a 4-year college with a major in Business Administration, Marketing, Advertising or related field or equivalent work experience.
- 3+ Years of experience in a Marketing/Advertising related position of employment.
- Required strong working knowledge of computers/software i.e., Excel, Word, and Adobe Creative Suite (*Adobe Illustrator, Photoshop and Indesign*), scanners, printers, and other office equipment.
- Good oral/written communication and interpersonal skills.
- Capable of presenting a highly personable and professional image.
- Creative ability both conceptual and visual.
- Demonstrated ability to coordinate a high level of activity under a variety of conditions and constraints.
- Experience with using Website design platforms such as WordPress is encouraged but not required.
- Graphic design experience with a sample "portfolio" of past promotional/design work recommended.
- Ability to work independently and with other staff members.
- High attention to detail.
- Experience with efficiently proofing/editing a variety of content.

If you are a proactive individual interested in joining a well-established company, then please submit your resume, references, and salary requirements by email to [iscresume@industrialsales.us](mailto:iscresume@industrialsales.us), fax (913) 829-3515, or by mail to:

Industrial Sales Company, Inc.  
Attn: Marketing Coordinator  
1150 W. Marley Rd.  
Olathe, KS 66061