

Marketing & Advertising Coordinator – Job Description Summary

Develops and maintains the organization's marketing materials, internal and external advertising, corporate website design and material, and market promotions. Identifies changes in the marketing environment or competitive strategies, and evaluates, adjusts, or redrafts the organization's marketing accordingly. Implementing these marketing strategies will include preparation and development of advertising, direct mailing, printing, promotions, contests, and in-house design.

The complete job description covers the following topics:

- Essential duties and responsibilities
- Performance standards
- Qualification requirements
- Education and experience
- Language skills
- Mathematical skills
- Reasoning ability
- Other skills and abilities
- Physical demands
- Work environment