

Marketing Coordinator Job Description

Need a qualified specialist for the marketing coordinator job? In our library of templates, you will find a **Marketing Coordinator Job Description** that can be customized for your organization. See the basic requirements for this position and ensure that an applicant you choose to interview complies with all of them. Feel free to copy the bullet points and post them on your career page.

Duties

The marketing coordinator duties involve research, analysis and other marketing activities that deal with advertisement and promotion. A qualified specialist should be prepared to research market, create ideas for promotion, and be able to evaluate the sales data. Moreover, an important duty to perform on the marketing coordinator job is the increase of brand expansion and customers' acquisition. At this point, it is essential that a potential applicant knows how to interpret the needs of clients and buyers. Plus, among the core marketing coordinator duties, there are marketing strategies that a professional talent must provide to help achieve the key objectives and goals of business.

Responsibilities

The marketing coordinator responsibilities will vary depending on the business area and industry. However, there are some major challenges that a candidate must face when doing their job. We've made a list of what we think must be taken into account:

- Coordination of research and further analysis of customers' habits, preferences, and behavior
- Design of marketing ideas and their implementation in campaigns
- Set up and managing of tracking software for online marketing
- Process coordination and tracking along with marketing manager
- Competitors' analysis and research
- Preparation of reports on the basis of sales data analysis
- Cooperation with a design unit when creating promotional materials
- Manage activities and organize events for a new product/service presentation
- Manage production planning

Requirements

Along with the stated marketing coordinator responsibilities, there are specific requirements that you must bear in mind for the job opening, ensuring that your candidate has an appropriate qualification.

- Bachelor degree in marketing or corresponding fields
- Proven experience on a similar position
- Ability to work with various digital tools and traditional marketing instruments
- Knowledge of research tactics and methods of data analysis
- Prior work with SEM/SEO campaigns
- Experience working with software for customer relationships and content management

Key skills

To seek out proper prospects and make sure they qualify for a marketing coordinator job, do not forget to outline the key skills for the open role. In our marketing coordinator job description, we suggest the list that will suit any business.

- Outstanding communication skills
- Open-minded approach and creativity
- Ability to present product/service before the audience
- Proficiency in computer (MS Office, Google Adwords, and web analytics)
- Organization skills