



## Job Description for Marketing Assistant/Coordinator

Department: Business Development  
Reports To: Vice President, Business Development  
FLSA Status: Exempt  
Supervises: N/A  
Approved By:  
Approved Date:

### Summary of Responsibilities

The Marketing Assistant/Coordinator executes marketing strategies to meet the organizational objectives through effective management of the marketing, advertising, and promotional activities of the organization.

### Essential Job Functions

- Create presentations, marketing materials and visual aids utilizing PowerPoint and graphic design programs
- Collateral creation and business development-related writing needs
- Proposal coordination, administration, and preparation
- Identify and investigate markets and market trends for additional business opportunities and potential new services
- Identify and monitor industry and competitor information and resources, including relevant business growth and contraction indicators
- Provide graphic design services for market
- Responsibility for events: groundbreakings, broker entertainment, industry education, etc.
- Help develop, then handle all aspects of events, from theme to invitation creation to suppliers
- Communicate with brokers' teams & customers for event opportunities
- Manage marketing/ business development budget and associated forecasting
- Follow up on supplier, sponsorship & donation inquiries
- Must communicate and collaborate with Director of Marketing and Communication Strategy located in the Cincinnati office.

*Employees may be asked to perform other tasks not listed in the essential job functions.*

### Position Requirements

- Strong interpersonal, oral and written communication skills
- Excellent computer skills in a Microsoft Windows environment
- Excellent organizational and planning skills

### Qualifications and Experience

- College degree preferred
- At least 2-3 years of strong sales/marketing experience

### Physical Demands

Moderate physical effort required to sit, stand at files, bend, stoop, lift, and walk. Maximum unassisted lift is 40 lbs. Average lift is less than 10 lbs. Requires ability to use a keyboard and monitor. Also

requires the ability to communicate verbally, both in person and on the telephone. May require some travel by car.

## **Environmental Requirements**

Average inside office environment. Average office noise levels. Ambient temperature is between 68F and 76F. Occasional work in outdoor settings, including at company managed properties and construction projects. Personal protective equipment will be provided as required.