



7675 Pamperin Way
Allenton, WI 53002
Office: (262) 536-4603
Fax: (262) 536-4604
Email: sales@RockMachinery.com
Website: www.rockmachinery.com

Sales & Marketing Coordinator

SUMMARY

Responsible for developing, implementing, and executing strategic marketing plans for the company's various product lines to generate new prospects and retain existing customers.

OFFICE LOCATION:

7675 Pamperin Way, Allenton, WI 53002

REPORTS TO: Bryant Fazer, President

RESPONSIBILITIES

- Oversee and manage the company's CRM system (Zoho) to confirm accounts and contacts are up-to-date
- Manage all Rock Machinery equipment listings; website, MachineryTrader, spec sheets, and Google Doc
- Develop equipment proposals and manage equipment inventory
- Support sales team with up-to-date and aligned marketing materials
- Plan, create and oversee the design, content, and production of all marketing materials
- Manage and create promotional items to customers, including apparel, stationary, and custom items, etc.
- Ability to coordinate and/or take product photos to be used in marketing brochures, presentations, website pages, etc.
- Distribute content through various channels, ensuring strong web presence
- Oversee and manage the company's website and social media accounts (Facebook, LinkedIn, YouTube, etc.)
- Monitor and respond to general inquiries and requests in the form of comments and direct messages
- Actively promote equipment, service and parts via social media platforms, email marketing and direct mail
- Design and/or coordinate the creation of marketing and promotional materials, including videos, direct mail, brochures, presentations, newsletters, etc.
- Coordinates and utilizes external vendors, as needed, to effectively execute our strategy
- Maintain strict confidentiality of sensitive information
- Coordinate with internal departments to secure necessary project details and assets
- Provide and prepare reports on the current status of active projects
- Analyze market research to understand most effective ways to reach target audiences; track, analyze, and draw insights from marketing analytics and key performance indicators; apply continuous quality improvement techniques and mindset to marketing/communication efforts

- Review creative layouts for accuracy; ensuring layouts adhere to Rock Machinery guidelines, and features all required information
- Ensure marketing materials are properly stocked, clearly labeled and archived as needed
- Order supplies and other requested items for the marketing department and company-related shows/events
- Travel to tradeshow and conferences, most of which are overnight
- Perform other duties as assigned

QUALIFICATIONS

- Bachelor's degree in Advertising, Marketing, Communications or the equivalent combination of education and experience
- 1-3 years of experience working in an agency setting or marketing field
- Ability to communicate clearly, thoroughly and succinctly both verbally and in written form
- Detail-oriented with strong organizational and multitasking skills
- Strong working knowledge of Microsoft Office and Social Media
- Must be artistically and creatively inclined without direct supervision
- Must be able to set up conference booths requiring moving materials up to 25 pounds
- Must be authorized to work in the United States