



**Job Title:** Marketing Coordinator  
**Department:** Sales  
**Direct Reports:** No  
**Reports To:** Marketing Manager  
**FLSA:** Non-Exempt  
**Effective Date:** 5/15/17

**Position Summary:**

The Marketing Coordinator works with the Marketing team to contribute to the overall success of ConServe's marketing strategy.

**Essential Duties & Responsibilities:**

- Facilitates the preparation and content management of Request for Proposals (RFP's) and Sales Proposals.
- Responsible for designing, creating, and delivering marketing programs to support the growth and expansion of company products and services.
- Coordinates and assists with the marketing activities of a service or business line which may include advertising, direct mailing, printing, customer events, and trade shows.
- Creates, implements, and oversees communications programs effectively describing and promoting the Company and its products through graphics, brochures, company or service product fact sheets, logos, or other promotional products.
- Manages the research and development of content for publication of internal and external communications. (i.e. newsletters, training materials, reference guides, etc. etc.)
- Prepare status reports on sales performance and marketing initiatives.
- Adherence to ConServe's Professional Practices Management System (PPMS), Code of Conduct, and Compliance Program

**Non-Essential Duties & Responsibilities:**

- Other duties as assigned.

**Education:**

- High School Diploma or GED
- Bachelor's Degree or equivalent combination of education and experience

**Skills/ Requirements:**

- Two (2) years of proven success in a marketing capacity
- Familiar with a variety of marketing concepts, practices, and procedures.
- Adobe CS experience preferred.
- Ability to rely on experience and judgment to plan and accomplish goals.
- Ability to perform a variety of tasks.

- Ability to travel up to 15%
- Ability to travel between ConServe's offices as needed
- Demonstrated wide degree of creativity.
- Possess excellent verbal and written communication skills.
- Be computer literate including competent data entry, word processing and graphic software skills
- Have the ability to act independently to resolve problems.
- Be motivated to learn and continuously improve.
- Demonstrate a positive and team-oriented attitude
- Ability to obtain and maintain Government Security Clearance
- No conflicts of interest with ConServe or our Clients

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job except for periodic breaks pursuant to applicable law.

- Occasionally lift and/or move up to 25 pounds.
- Ability to sit or remain sedentary for your entire work shift (8, 9, or 10 hour shift)
- Ability to talk and listen on a phone for your entire work shift (8, 9, or 10 hour shift)
- Ability to type on a computer for your entire work shift (8, 9, or 10 hour shift)
- Ability to drive and fly.

Reasonable accommodations may be made to the extent required under applicable law to enable individuals with disabilities to perform the essential functions of this position.

**MISSION STATEMENT:**

ConServe is dedicated to satisfying the needs of our Clients in a manner consistent with improving the human condition, and that will foster the development of long term mutually beneficial relationships with our Clients, our Employees, our Suppliers and Business Partners and the Community as a whole.

Disclaimer: The above job description is not a contractual or binding document; it is provided as a guide to the types of duties required to be undertaken. Duties may vary from time to time and this description is subject to review. Modifications will be made as needed to support changes in the business climate and requirements.