

<b>Job Title:</b> Marketing Coordinator	<b>Department:</b> Marketing
<b>Location:</b> Corporate Offices, Tulsa, OK.	<b>Reports to:</b> Group Publisher
<b>Salary Range:</b> DOE (Depends on Experience)	<b>Position Duration:</b> Anticipated to be long-term
<b>FLSA Status:</b> <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-exempt	<b>Expected Work Hours:</b> 8am-5pm, Mon-Fri, <i>(hours vary with work needs)</i>
<b>Wage Status:</b> <input checked="" type="checkbox"/> Salaried <input type="checkbox"/> Hourly	<b>Type of position:</b> <input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Contractor <input type="checkbox"/> Intern
<b>Tax Status:</b> <input checked="" type="checkbox"/> W2 <input type="checkbox"/> 1099	

## DESCRIPTION

Noria is looking for a Marketing Coordinator to support the marketing, advertising and public relations duties for all our brands. The Marketing Coordinator is responsible for maintaining the marketing email calendar, fulfilling our internal and external advertising agreements and assisting with our marketing budget. The Coordinator will also work closely with the Marketing Manager to write content for ads, web banners, email blast, flyers, brochures, company websites and video scripts.

Are you a dynamic content creator with an uncanny attention to detail that can take technical and marketing concepts and create a cohesive, concise, communication? Then we want to hear from you. Send your resume and samples to [HR@noria.com](mailto:HR@noria.com)

## SPECIFIC AREAS OF RESPONSIBILITY INCLUDE BUT ARE NOT LIMITED TO:

- Assist with the planning and execution of marketing events such as product launches, training seminars, webinars and trade shows & conferences
- Conduct competitive analysis and market research
- Compile and track campaign results and communicate opportunities & insights
- Assist with the management and coordination of all PR activities
- Assist the Marketing Manager in the development of marketing strategies for new and existing products
- Manage assigned marketing budgets and ensure marketing projects are completed on time and on budget
- Create sales messages with varying language and tone of messages based on purpose of the communication
- Create, maintain and track performance of resource sponsorship ads
- Write original content and edit existing content to target different audiences, and meet and promote departmental or company-driven initiatives
- Assist in managing our HubSpot CRM

## COMPETENCIES

- Strong written and verbal communication skills
- Active listening
- Accept client feedback openly and non-defensively in order to nurture client relationships
- Be a good interpreter of intention and purpose
- Analytical skills
- Conduct research and synthesize information from a variety of sources
- Capacity for active participation in brainstorming meetings
- Learn quickly and break things down in a way others can learn the information
- Familiarity with SEO best practices

## EDUCATION, EXPERIENCE AND SOFTWARE

- Bachelor's degree in Marketing, Journalism, Communications, Advertising or related field
- 3-5 years of experience in a similar role (marketing, agency, consulting firm or public relations)
- B2B marketing focus strongly preferred
- Experience in training, consulting industry a plus
- Trade negotiation skills are a plus
- Exceptional written and verbal communication skills, including editing and proofreading skills
- Must be detail-oriented, possess strong organizational skills, and show ability to prioritize, multi-task, and maintain flexibility in a fast-paced environment
- Ability to write compelling messages in a range of voices and styles for varied projects with diverse audiences
- Ability to translate complex and/or technical material into clear, concise and reader-friendly copy while balancing audience needs and business objectives
- Strong attention to details for sentence structure and grammatical accuracy
- Ability to work directly with executives, clients and subject-matter experts to conduct research, determine goals/objectives and produce on-target deliverables
- Proven examples of successful marketing campaigns and effective copywriting.
- Take part in a collaborative environment while taking and giving constructive criticism
- A self-motivated individual and an excellent team player
- Demonstrated ability to write keyword-rich Web copy for search engine optimization (SEO)
- Demonstrated proficiency with Microsoft Office (Word, Excel and PowerPoint)
- HubSpot or Salesforce experience if preferred but not required.

*Note: Nothing in this job description restricts management's sole right to assign or reassign duties and responsibilities to this job at any time.*

Candidates must include a link or attach samples from a marketing campaigns and writing examples to be considered.