

MARKETING COORDINATOR

Exterior Architectural Lighting with a Superior Quality Brand – WE-EF Lighting!

WE-EF Lighting USA is offering immediate full-time employment, competitive compensation, and a benefits package including Health, Dental, Vision, Life, AD&D, and Short/Long-Term Disability insurances, as well as 401(k), Flexible Schedule/Flextime, Vacation, PTO, Paid Holidays, and Parental & Bereavement Leave.

Qualified applicants should email their resume with a cover letter and indicate the range of their salary expectations to careers.usa@we-ef.com for consideration.

WE-EF LIGHTING USA was founded to Enhance the Human Experience through Light in a fundamentally different way, through the work of our team. Today, WE-EF LIGHTING USA is on the cutting edge of lighting and controls technology, and we continue to enhance people's lives through timeless architectural fixture appearance during the day, and world class lighting performance at night.

MARKETING COORDINATOR

Cranberry Township, Pennsylvania or Denver/Boulder, Colorado

WE-EF LIGHTING USA offers talented professionals the opportunity to transform visions into designs that illuminate some of the most impressive buildings in the world with numerous prestigious objects located in the North America. Our collaborative culture celebrates innovation, integrity, and outstanding client service. Join a dynamic team that balances multiple projects with creativity and efficiency by specifying world leading luminaries.

As our Marketing Coordinator you handle multifaceted tasks that requires creativity and outside the box thinking, with a drive to succeed and the desire to make a real difference. You must be an open communicator, maintaining an environment that supports teamwork, continuous improvement, and innovation while adhering to high levels of expectations for performance in line with company goals.

The successful candidate will be a key Team member of WE-EF LIGHTING USA and will support and assist our customers, sales managers, and internal departments with marketing and product information. The material will be generated through collaboration with sales, engineering, production, and the WE-EF Global Group. The person will be task oriented and hands-on in handling a variety of operational projects, while educating and supporting our customers and sales teams, and strengthening our market position in North America. Part of the job will be the creation of project marketing packages and materials, customized for clients, and developing new ways of getting THE message out to the market.

This role will report to the Vice President of Sales and Marketing.

RESPONSIBILITIES:

The duties of the Marketing Coordinator include:

- Direct support of external and internal sales with brochures, marketing material, flyers, email campaigns, customer information etc., often on very short timeframe.
- Assist with presentation materials, including PowerPoint, InDesign, and other graphic applications and create and maintain product support documentation.
- Assisting with PR activities, event planning, advertising, photography, and awards submissions.
- Developing content for internal and external newsletters as well as social media outlets
- Assist with product launches in North America, define and hold milestones in close collaboration with Design, Engineering, Production, and Sales.
- Help develop and execute a marketing plan, working with all departments of WE-EF Lighting USA and the WE-EF overseas Head office.
- Coordinate in house customer visits and training events and support in managing WE-EF events and trade shows.
- Shares knowledge with others by serving as a trainer, mentor, and resource.
- Functioning as a key part of the team who is punctual, hard-working, and willing to put in the extra effort to contribute to the continued success of the marketing department.

REQUIRED SKILLS AND EXPERIENCE:

- Bachelor's degree required; (Masters would be viewed favorably)
- 3-5 years of experience with marketing of highly technical, engineered, and high-end products.
- Excellent written and verbal communication and presentation skills.
- Superior organizational skills and attention to detail, analytical, and creative.
- Comfortable working on both sides of the brain, and have fun doing it.
- Able to multitask in a fast-paced environment with unscheduled interruptions.
- Proficient in Microsoft Office, Social Media Platforms, and CRM systems.
- Experience with Adobe Creative Suite, primarily InDesign and Photoshop.
- Experience in architectural lighting industry, electrical standards, building codes, international design trends would be a plus.

WE-EF LIGHTING USA is an Equal Opportunity Employer; employment with WE-EF is governed based on merit, competence and qualifications and will not be influenced in any manner by race, color, religion, gender, national origin/ethnicity, veteran status, disability status, age, sexual orientation, gender identity, marital status, mental or physical disability or any other legally protected status.

WE-EF LIGHTING USA, LLC

We are a leading producer of High-Performance Exterior Architectural Lighting, based in Cranberry Township, 30 minutes north of Pittsburgh, Pennsylvania.

WE-EF Lighting USA was established in 2000 as the WE-EF Group's North American Headquarters, from where we service the United States, Canada, Mexico, and the Caribbean. It comprises everything under one roof, with everyone aiming to provide premier customer satisfaction.

The WE-EF Group is worldwide present and has a reputation as specialist in exterior architectural lighting, focusing on quality and performance. WE-EF combines Design & Engineering with Production, Application, and Lifecycle Management, and offers the most advanced lighting technologies currently available.

For more information, please visit the group website: www.we-ef.com