

**Meissner Filtration Products, Inc.**  
**Job Description**

**Job Title:** Marketing Coordinator  
**Department:** Marketing  
**Reports To:** Dir. of Marketing  
**FLSA Status:** Exempt  
**Prepared By:** HR  
**Prepared Date:** 06/22/2015

**Approved By:** Christopher Meissner  
**Approved Date:** 06/23/2015  
**QA Approval:** Laura Meissner  
**QA Approval Date:** 06/23/2015

**SUMMARY** The Marketing Coordinator acts as administrative support for the marketing functions and events. The coordinator plays a critical role to executing and tracking marketing and promotional initiatives.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

- Event Coordination - Coordinate all aspects of domestic and international trade shows, industry meetings, and other corporate events.
- Social Media Advocate- Assist in creating material to launch on social media platforms and monitor social media to keep marketing team apprised of industry news and events.
- Project Management and Analysis - Manage special projects as designated (e.g. marketing campaigns), analyze data, formulate reports for review.
- Public Relations Champion– Assist in writing press releases, feature articles and promotional pieces for publicity.
- Presentations – Develop materials for customer and sales presentations and assist in preparation of technical presentations for industry events.
- Liaison - Act as liaison between internal departments (Sales, Engineering, Operations, Customer Service) to build marketing and sales collateral and interface with public and customers as necessary.

**QUALIFICATIONS** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Education and/or Experience:** Bachelor's degree from an accredited university in Business Communications, Marketing, or other relevant discipline. 3+ years of experience in marketing communications, promotions, and/or event planning.

**Language Skills:** Must have excellent written and verbal communication skills in the English Language.

**OTHER SKILLS AND ABILITIES:** Must be trustworthy and reliable, have excellent interpersonal skills and work well independently as well as within a team structure. Must be extremely well organized and able to work on multiple priorities simultaneously; Eager to learn/grow and self- motivated.

**Computer Skills** Must be strong with MS Office Suite including, Outlook, Word, Excel, PowerPoint. Proficiency with Mac and design software (i.e. Adobe CS and InDesign) are a plus.

**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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee frequently is required to walk and sit. The employee is occasionally required to stoop, kneel, crouch, or crawl. Specific vision abilities required by this job include close vision, depth perception, and ability to adjust focus.

*Each employee of the Company is an at-will employee, unless specifically notified otherwise in writing. This means that the terms and conditions of employment may be changed with or without cause. It also means an employee may terminate their employment at any time, for any reason, and the Company has the same right to terminate an employees' employment at any time for any reason.*