

Job Title: Marketing Coordinator
Reports to: Marketing Manager
Created: October 12th, 2020

FLSA Class: Non-Exempt
Manager:

Job Summary

The Marketing Coordinator will be involved with all aspects of marketing for BoA. This includes traditional marketing, print, direct mail, PoP email and dealer support while also supporting social media, Bernina.com, and bernette.com programs as they relate to our promotions.

Essential Responsibilities:

- Daily immersion in brand, promotion and dealer programs
- Participate in development, optimization, execution and reporting
- Help increase sales and reporting while supporting retailers by driving dealer locator searches and foot traffic
- Email segmentation and journey development while keeping and improving benchmark results
- Responsible for promotions; execute and deliver results utilizing all marketing tools available
- Optimize the customer experience for acquisition and retention
- Manage ROI and cost efficient programs and promotions within budget allocations through insightful, actionable consumer and retailer market insights
- Support social media and digital, related to promotions and branding
- Create monthly reporting across all digital platforms and promotions
- Provide support to Marketing Manager on day-to-day programs with agencies
- Work with Social Media Manager to support Social Media Editorial Calendar
- Provide support to Digital Marketing Manager for digital media, ecommerce, and promotions
- Support yearly planning and product launches
- Contribute to quarterly/yearly social media, digital media, and promotional program planning sessions/meetings
- Research and monitor competitor promotions and advertising with top line monthly reporting

Required Knowledge, Skills, and Abilities:

- Bachelor's degree in Marketing, Communications, or relevant field
- Must have experience in Google analytics and able to demonstrate proficiency in creating campaign reporting with executive summary and recommendations
- 2+ years experience with adobe Suite emphasis on InDesign, Photoshop, Light Room and Premiere
- Have an understanding of CRM and databases
- Must have acquisition and retention experience
- Optimization of marketing campaigns and email as well as email journey and segmentation basic knowledge
- Solid understanding of social media platforms, including their differences and benefits
- Video editing and creation a plus

- Sewing and Quilting experience a plus
- Must have excellent writing skills
- Excellent verbal and written communications skills
- Must be detail oriented with strong organizational skills
- Strong focus with ability to multi-task
- Advanced computer skills
- Solid analytical and reporting skills
- Strong follow-up skills
- Positive attitude, self-starter, that works well in a team environment