

## **Job Description**

**Job Title:** Sales and Marketing Coordinator  
**Status:** Exempt  
**Supervisor:** Sales Operations Manager

**Section:**

**Category:**  
**Dept:** Sales

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## **Overview**

The Sales and Marketing Coordinator is responsible for a wide range of sales, marketing, communications, and business development support activities including but not limited to:

## **Position Responsibilities**

- Create marketing collateral of all types including promotional materials, flyers, advertisements, brochures, posters, and email blasts; assist with the development and execution of marketing campaigns and initiatives
- Fulfill requests for marketing and promotional materials
- Coordinate pre-show preparations and represent company in a positive and professional manner as an exhibitor at tradeshow and events
- Create PowerPoint presentations in response to internal or external client requests
- Enter data and help maintain the Client Relationship Management (CRM) database
- Extract data and generate sales reports using the CRM database
- Maintain inventory of demo equipment and control check-out/check-in process
- Research various lead sites and identify potential sales and project opportunities
- Submit bids and respond to requests for pricing/quotes for federal sales opportunities
- Utilize configurator software tool to generate sales quotes
- Create and process sales orders utilizing Microsoft Dynamics AX program
- Understand and adhere to terms and conditions of customer purchase orders and act as customer's main point of contact throughout the sales process
- Prepare product additions/deletions and pricing data for modifications to GSA schedule
- Participate in meetings and assist with preparation/writing/review of proposal sections in response to RFPs, RFIs, and RFQs for private and public sector companies
- Proofread and edit proposal text and sales documents written by technical subject matter experts for compliance, clarity, proper grammar, spelling, and style
- Collaborate with members of the sales, finance, service and engineering teams to complete projects in an accurate and timely manner
- Process check requests and reconcile monthly expense reports/charges
- Coordinate meetings including agendas, travel arrangements, meals, presentations and preparation of support materials as needed
- Other administrative duties as required

## **Qualifications**

- Bachelor's or Associate's degree required
- Minimum of 5 years of experience in marketing, communications, sales, customer service or related field for a professional services firm
- Experience with or some knowledge of federal sales preferred

- Advanced writing, proofreading and editing skills required for the development of tailored marketing materials, communications, and proposals
- Strong proficiency in the complete MS Office Suite – Word, Excel, PowerPoint and Outlook
- Proficiency in the Adobe Design Suite including InDesign and Photoshop
- Demonstrated ability to successfully manage and execute multiple projects with minimal supervision, following them through from inception to completion while meeting deadlines
- Strong organizational skills, a keen attention to detail, and the ability to work well under pressure
- Excellent communication and interpersonal skills including the ability to build and maintain productive relationships with internal and external clients
- Experience with a client relationship management (CRM) system
- Self-motivated team player with a strong work ethic, positive “can do” attitude and task leadership skills
- Some travel required