

Job Description ***International Marketing Coordinator***

Role:

The International Marketing Coordinator will report to the Marketing Manager and is responsible for the implementation of NORAC's marketing strategy. This position plans and executes promotional activities related to all marketing programs.

Principal Duties and Responsibilities:

Sales and Marketing

- Implements strategic marketing plans to achieve corporate objectives for products and services.
- Contributes to the development and executes marketing programs to achieve stated objectives regarding revenue, profitability, and market share.
- Assists with the development and management of the marketing budget.
- Plans and executes promotional activities including print, electronic media, tradeshow, and direct mail.
- Coordinates the development, production, and distribution of promotional and collateral materials to support marketing and sales programs.
- Analyzes marketing programs and adjusts strategy and tactics to increase effectiveness.
- Provides post-event reports, analysis, and regular status reports on marketing programs.
- Establishes and ensures consistent corporate image throughout product lines, promotional materials, websites, and events.
- Assists with the development and preparation of presentations.
- Plans, promotes, and executes annual sales meetings.

Communication and Research

- Responsible for developing and delivering effective internal and external communication tools.
- Assists with communication to customers and internal communication to NORAC staff.
- Prepares draft reports, background documentation, and research.

Required Knowledge, Skill & Abilities:

- Superior time management skills, multitasking skills, and the ability to prioritize tasks with minimal supervision are essential.
- Ability to work independently is imperative.
- Strong command of Microsoft Office applications. Experience with graphic design programs and Salesforce would be an asset.
- Strong interpersonal skills.
- Team player and capable of thinking outside the box.
- Detail oriented and able to accurately proofread marketing materials.

- Gathers and analyzes information skillfully.
- Ability to make sound, timely, and accurate judgment while supporting reasoning for decisions.
- Excellent writing skills including proper spelling, grammar, and punctuation.
- Professional, responsive, and a positive work attitude.
- Resourceful, flexible, and well organized.
- Able to maintain filing systems and basic databases.
- Strong verbal skills and the ability to communicate professionally.

Education and Experience:

- Four-year Bachelor's degree required.
- 1-3 years related experience required.
- Experience coordinating projects, developing project plans and completing projects on time and on budget.
- Agricultural background preferred but not required.
- Knowledge of markets served by NORAC would be an asset.