

## Job Description of Marketing Executive & Co-ordinator

### Marketing Coordinator Job Responsibilities:

- Markets products by developing and implementing marketing and advertising campaigns.
- Tracks sales data, maintains promotional materials inventory, plans meetings and trade shows, maintains databases, and prepares report.
- Implements marketing and advertising campaigns by assembling and analyzing sales forecasts; preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations; and updating calendars.
- Tracks product line sales and costs by analyzing and entering sales, expense, and new business data.
- Prepares marketing reports by collecting, analyzing, and summarizing sales data.
- Keeps promotional materials ready by coordinating requirements with graphics department, inventorying stock, placing orders, and verifying receipt.
- Supports sales staff by providing sales data, market trends, forecasts, account analyses, and new product information.
- Researches competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising; maintaining research databases.
- Plans meetings and trade shows by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignments, and coordinating mailing lists.
- Monitors budgets by comparing and analyzing actual results with plans and forecasts.
- Updates job knowledge by participating in educational opportunities and reading trade publications.
- Accomplishes organization goals by accepting ownership for accomplishing new and different requests.

### Marketing Coordinator Skills:

- Direct marketing
- Market segmentation
- Marketing research
- Coordination
- Understanding the customer

<b>Post / Role:</b>	<b>Marketing Executive, Co-ordinator</b>
<b>No of Vacancy:</b>	<b>3</b>
<b>Experience:</b>	<b>Fresher or Experience preferred</b>
<b>Preferred Qualifications/ Education:</b>	<b>BBA, MBA in Marketing</b>

