



Position Description

Marketing Coordinator

Position Summary

STAR Autism Support Inc is an educational publishing company providing curriculum materials and training to school districts throughout the United States and internationally. The marketing coordinator will be part of a growing team of dedicated and energetic professionals who are national and international leaders in the field of special education.

Responsibilities/Core Competencies and Skills

- Implements effective marketing strategies to position the organization competitively and meet/exceed sales objectives
- Develops and manages *social media channels*, updates *web content* and implements *newsletter campaigns* in cooperation with company training specialists
- Accomplishes marketing and sales objectives by *planning, developing, implementing, and evaluating* marketing initiatives (digital and print), marketing calendar, and tradeshow promotion programs.
- Meets monthly lead goals through a variety of *lead development* strategies
- Analyzes marketplace to support Research and Development
- Coordinates *new product launch initiatives*
- Communicates with current and new customer accounts regarding a variety of topics including product updates, new products, and educational services
- Periodic analysis of competitor's share, competitor's strengths and weaknesses and customer and competitive trends.
- Remains current on industry, customer and competitive trends
- Participates and attends *trade shows and professional association meetings* outside of regular business hours, as required

Education and Experience

Required for position:

- Bachelor's Degree
- Minimum of three years' experience in marketing, sales or related field or equivalent education
- Knowledge in the use of current office technologies
- Knowledge of the principles and methods for showing, promoting and selling products and services
- Knowledge of content management systems and basic html
- Creative and independent thinker
- Self- motivated, ability to work independently or as part of a team
- Strong written and verbal skills
- Commitment to excellent customer service