



## Job Description

**Job Title:** Marketing Coordinator

**Location:** Waukesha, WI

**Department:** Corporate Services - Strategy

### GENERAL DESCRIPTION

Wells, a national building solutions provider that has been an industry leader for 70 years, is growing and so is our marketing team. Come work for an organization that is looking to continuously innovate our product and service offering, expanding awareness around the Wells brand and our value proposition.

Reporting to the Director of Marketing, this person will be a valued member of the Marketing team. Responsibilities include supporting a wide variety of external and internal marketing activities to support the communication of our products, brand and culture. The Marketing Coordinator will assist with the development, execution and implementation of marketing messages working in a variety of platforms and mediums including but not limited to website, email, digital and social media. The ideal candidate is self-motivated and organized, with a willingness to wear many different hats throughout their workday.

Potential for hybrid work schedule following 90 days of employment and proven delivery.

### ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Assisting in planning, supporting, and/or implementing marketing strategies and business objectives
- Generate original and creative brand content
- Update and maintain the company communication platforms
- Assist with the preparation and execution of client-facing marketing materials and presentations

### KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED

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| <ul style="list-style-type: none"><li>– Two+ years previous experience in marketing and communication</li><li>– Strong project management skills</li><li>– Good <b>communication skills</b></li><li>– Ability to juggle multiple overlapping tasks</li><li>– Deadline and detail-oriented</li></ul> | <ul style="list-style-type: none"><li>– Knowledge of social media platforms, online marketing tools and marketing campaign development and implementation</li><li>– Knowledge of CRM systems and Marketing Automation software a plus</li><li>– Experience utilizing MS Office and Adobe software</li><li>– Knowledge of photo editing and graphics, a plus</li><li>– Understanding of targeted social or digital placement and analytics, a plus</li></ul> |
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### EDUCATION REQUIREMENTS

- Bachelors' degree in marketing or business administration

### WORKING CONDITIONS

- Office / desk position
- Some travel required to events

APPROVED BY Megan Kocchi

TITLE Director Of Marketing

EFFECTIVE DATE May 2022