



## **Product and Marketing Coordinator Job Description**

### **Overview:**

As a product and marketing coordinator, you will be closely tied into managing online, print, and local market presence. You will be involved in new product marketing research, writing ad copy for the site, Helping to set prices, forming strategic relationships with other companies for our benefit, communicating with and directing our various vendors and marketing resources and planning or coordinating the overall marketing push (with respect to the marketing budget) of several departments of the company.

In addition this person will provide assistance as needed in facilitating sales and marketing initiatives.

Qualified candidates will be service-oriented, highly organized and will genuinely enjoy solving problems creatively.

### **Responsibilities:**

- Works closely with cross-functional partners (design, packaging etc. ) throughout the product development process
- Research and analyze the external marketplace, customers, and competitors to develop product/feature differentiation, market segmentation and competitive analysis
- Update Websites with new promotions and items
- Work closely with sales to ensure they are provided with all the support they need for retail presentations
- Responsible for the product development timeline for assigned brands; track and monitor key dates to make sure deadlines are met

### **Qualifications:**

#### **Required Skills/Competencies:**

- Strong verbal and writing skills.
- Must be upbeat, easy going and professional
- Must be willing to work in a fast paced team environment
- **Demonstrate good copy-writing skills.**
- Must have the ability to establish, monitor, and meet short and long term goals.
- Must be well organized and able to work very effectively under pressure
- Self-motivated, with a positive can-do attitude
- Can work efficiently as an individual as well as in a team environment.
- Able to demonstrate knowledge of marketing principles.
- Must be able to effectively use a computer; strong computer skills
- Previous marketing experience is preferred
- Managed multiple projects or marketing campaigns at a time

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WWW.MYINNOVATIONTECH.COM

SAN DIEGO CA, 92115

888.789.5845



- Proven ability to adapt to a fast and constantly changing program with tight deadlines
- Built positive relationships with team members