



Title Marketing Coordinator

Department(s) Direct Mail

Reports to Direct Contact Director

Job summary

The primary role is to facilitate direct mail workflow, working with many different departments within the agency to complete each project.

Overview

- Manages direct mail job flow with agency
- Facilitates Direct Mail jobs between Account Team and Graphics departments
- Facilitates art shipping process with Graphics team
- Schedules all mail jobs based on piece type, vendor and final destination
- Manages the turn-around times and deadlines for mail and Account Team
- Manages any in-house mailings
- Assists with client meeting prep process and ensures that Direct Mail items are provided
- Creates Job Request forms for vendors
- Creates Road to the Sales emails and sends to Account Team
- Manages any sample requests that come in from the sales team
- Helps in monitoring print vendor's monthly schedule
- Helps to manage all equity mail using vendor's website tools
- Creates equity mail match reports
- Assists with gathering materials for Co-op team
- Weekly and Monthly Reporting
- Assists with quoting jobs
- Assists with processing Direct Contact invoices
- Other responsibilities in the department as needed

Qualifications

- College degree in advertising, marketing, communications or related field
- 1+ years relevant post-college work experience
- Proficient in Microsoft Office programs
- Ability and willingness to learn in-house software and platforms
- Organized with attention to detail and accuracy and ability to manage variety of tasks
- Superior time-management and project-management skills
- Ability to work in a fast-paced environment under pressure and meet tight deadlines