

Marketing Coordinator

Hiring Entity: Thruline Marketing, Inc.
Hiring Entity Location: Leawood, KS
Position Title: Marketing Coordinator
Department: Account Management
Position Reports To: Director of Digital Media

Thruline Marketing is an equal opportunity employer. We believe a diverse and inclusive team makes us better at creating products and delivering services that meet our stakeholders' needs. We strongly encourage applications from candidates whose background, identity, or ability is underrepresented.

Job Location:

The duties of the position can be performed remotely. If the candidate prefers, workspace is available at the corporate office in Leawood, KS.

Position Summary:

The Marketing Coordinator role is responsible for supporting a diverse set of marketing functions and marketing personnel. This is a tactical role with an emphasis on facilitating the accurate and timely completion of critical, recurring Marketing-related tasks. Performed at a high level, this role enhances the effectiveness of all marketing programs and enables other marketing personnel to devote increased attention toward driving bottom-line performance for the benefit of internal and external stakeholders.

TYPICAL FUNCTIONS/RESPONSIBILITIES:

- New client setup in company technology and accounting systems
- Client budget tracking and spending proposals
- Reporting responsibilities including but not limited to: daily reporting data input, weekly and monthly performance summary, ad hoc data collection and presentation
- Project management and oversight of the workflow for various marketing campaigns
- Involvement in marketing campaign strategy development and execution
- Complete campaign edits necessary to keep client marketing campaigns up to date
- Client and vendor invoicing and billing processes
- Ongoing support of client and internal business needs

MINIMUM QUALIFICATIONS: 1+ years' demonstrated experience with similar work in a similar professional setting preferred. Ideal candidate will possess the following characteristics:

- Strong written and oral communication and organizational skills.
- Highly organized and proficient at prioritizing and completing work on deadline
- Experience or familiarity with popular digital media channels as a consumer or marketer, specifically Google and Facebook
- High comfort level working with, understanding and organizing data
- Ability to learn and understand new technology systems and perform routine, recurring tasks
- Proficiency in utilizing Microsoft Excel, including the use of formulas, vlookups, pivot tables and other similar shortcuts or procedures

- In-depth knowledge and experience of other common Microsoft Office applications (Word, PowerPoint, Outlook)
- High comfort level using email and IM as a standard means of work communication
- Strong desire to learn and grow; willingness to seek and accept feedback to improve