

Marketing Co-ordinator - Job Standards

Job Standards include: (Note: this is a representative list only - complete list provided with purchase)

KNOWLEDGE OF WORK:

- Has a complete and thorough knowledge of organization philosophy
- Knowledgeable in display advertising and copy-writing
- Understands the rules and regulations of advertising
- Knowledgeable in principles and procedures of marketing
- Understands organization products and services

QUALITY OF WORK:

- Proofs all marketing materials with department supervisors for accuracy in content, spelling, rates, compliance, etc. (sign-off is required)
- Responsible for organization public relations, internal and external, to build positive and professional corporate image
- Gathers data for organization publication, provides to supervisors for proof reading before publishing final copy
- Insures that all newspaper advertising has been proofed and signed-off by applicable department supervisor before authorizing newspaper to proceed to publish both office supervisors
- Conforms to annual budget for marketing expenses

QUANTITY OF WORK:

- Prepares and publishes all publications as scheduled
- Prepares promotion inserts for statement mailing in sufficient time to accommodate reproduction and insertion
- Attends periodic meeting with Promotion Committee and prepares minutes of proceedings
- Coordinates annual meeting (including locating, promotional items, mailings)
- Prepares notices of annual meeting, production of the annual report, and audio/visual presentations and equipment required to present information to customers
- Prepares all bulk mailings for delivery to post office
- Co-ordinates chapter meetings for marketing groups when acting as a Chapter Officer
- Analyzes requirements and presents expense estimates when making promotional recommendations

ORAL COMMUNICATION:

- Is a good listener; considers other viewpoints and feelings
- Expresses self clearly, concisely, and correctly
- Asks questions to ensure correct communication
- Uses proper grammar, politically correct language, and a positive tone of voice
- Uses non-discriminatory, unbiased language

WRITTEN COMMUNICATION:

- Writes clear and concise communication to customers and staff
- Uses proper grammar, error free, and presented in a readable fashion
- Handwriting is fully legible
- Work is well documented
- Proof-reads all correspondence before reproduction and distribution
- Provides graphic as well as written communication to enhance readership