KINAMED INCORPORATED

Marketing Support Coordinator

We are seeking a highly motivated team player comfortable in a fast-paced, small company environment. We are a rapidly growing and highly successful medical device manufacturing company that sells products worldwide. The candidate should be highly organized and have excellent communication and computer skills. This position will cover a wide range of duties, from clerical and data entry to trade show planning and revisions of marketing collateral.

Responsible for supporting and coordinating marketing functions such as trade show arrangements, lead follow-ups, mail campaigns, assistance in the creation of marketing collateral, maintaining inventory of marketing samples and literature and various other Marketing Department projects.

Essential Responsibilities

1. Make arrangements for trade shows, i.e. reserve exhibit space, place orders with trade show vendors, book hotel rooms and flights for attendees, register attendees for exhibitor badges, pack exhibit supplies and samples and literature, coordinate return of exhibit materials post-show, follow-up with leads, etc.
2. Perform mail campaigns from start to finish, ie, data research, data entry, mail merge using outlook and word, printing letters, stuffing envelopes and applying postage.
3. Maintain an organized exhibit sample supply inventory.
4. Handle sales leads by capturing in Outlook Contact database, distributing to sales reps, and maintaining by providing lead conversion metrics and encouraging lead follow up by the reps.
5. Assist marketing department and coordinate with outside vendors on creation of new marketing collateral and updating/ revising existing collateral.
6. Obtain quotes from vendors for various marketing projects.
7. Process document control when required to revise controlled documents and forms.
8. Assist with production of newsletters and management of sales contests.
9. Utilize enterprise software for basic customer analysis.

10. Back up existing personnel to answer and route incoming calls.
11. Provide backup marketing/sales support to Sales Managers and Sales Representatives.
12. Fill sales materials requests by sales representatives and manage inventory of said materials.
13. Strive to improve effectiveness and efficiency of each of the above responsibilities.
14. Immediately report any expression of dissatisfaction from customer with regards to the company's products to allow Quality Assurance to promptly investigate. Collect data pertinent to Quality Assurance's investigation at the time of the first report of customer dissatisfaction.

Requirements
1. One to two years of work experience.
2. Some college or equivalent experience.
3. Strong clerical and organizational abilities demonstrated by successful experience.
4. Computer literate, particularly with software such as Excel, Word, Outlook. Experience with graphic design software a plus, but not a requirement.
5. Ability to function autonomously with little supervision.
6. Strong work ethic and excellent people skills.
7. Ability to logically support recommendations and decisions.
8. Strong verbal and written communication skills.

Physical Requirements
1. Must communicate clearly, through both verbal and written means.
2. Must be able to sit for long periods of time.
3. Must be able to operate a computer to perform job function.
4. Packing for trade shows and maintaining marketing literature and samples inventory requires occasional heavy lifting.
5. Must be capable of understanding and following safety precautions.
6. May require travel for periods of up to one week.

Position offers benefits, including health, vacation, sick time and profit sharing. EOE. E-mail cover letter, resume and salary history. pmiller@kinamed.com