



Marketing Coordinator

Summary:

At Zepol, we're focused on bringing competitive and market intelligence products to the international trade arena. We continually strive to provide the most innovative and advanced online global trade data applications to organizations around the world. Customers have access to vital competitive, market, and specific product information, allowing them to significantly improve their tactical and strategic business planning.

Zepol is looking for a talented and energetic individual for a Marketing Coordinator position. This individual will work with an industry-leading international trade intelligence product. If you would like to work with a growing company and enjoy the challenges and rewards of working with a small group of driven professionals, please respond by submitting your resume to careers@zepol.com.

Job Responsibilities:

As a Marketing Coordinator, this individual will be tasked with aggressively marketing and promoting Zepol's trade data tools on a national and international level. This includes pursuing and developing relationships with industry media contacts, implementing social media strategies, creating content across multiple channels, and creating new promotional programs.

- Acquiring new and maintaining current relationships with media contacts across multiple industry verticals.
- Create content for leads, prospects, and customers across communication channels including email, web, social media, video, and print.
- Work with graphic design programs to create fresh content for sales representatives to pursue subscription sales.
- Administer CPC and other SEM programs within a tight budget while maintaining click through and conversion rate goals.
- Create regular content based off of statistical information derived from our data tools.
- Assist sales and support to create impactful collateral.
- Define and develop new market opportunities and products to generate revenue.
- Utilize Zepol's trade data tools to assist business development generate leads for industry specific account executives.

Requirements:

- Applicant must have proven marketing skills in a high-paced workplace.
- Two to three years of experience in Public Relations firm or role.
- Goal oriented environment in which results are measured by lead quality, conversion rates, revenue production, and ROI.
- College degree in marketing, international business, or other business-related field is preferred.
- Previous B2B marketing experience preferred.
- Proven content development skills delivering results under tight deadlines.
- Ability to work with multiple departments including web development, sales, support, and other stakeholders.
- Excellent oral and written communication skills.
- Must be highly organized and detail-oriented.
- Internet and PC savvy, including outstanding MS Office (Excel, Word, etc.) skills. Experience working with CRM (customer relationship management) and online project management software a plus.
- Fluency in multiple languages a plus.

If you are interested in this position, please send your resume to careers@zepol.com.