

Job ID: 350RK
Job Title: Communication & Marketing Coordinator
Degree Requirements: Open
Years of Experience: 3-5
Type of Position: Direct Hire
Location: Near Gainesville, GA
Salary Range: Depends on Expertise and Experience + potential bonus
Travel Required: 25% (Domestic & International, potentially)

Please help the reader (s) of your résumé by telling us what your employers do / did to make money. Do not assume that the reader knows what your employers do / did.

One or Two sentences will suffice.

Our client in the Gainesville, GA area has engaged us to present candidates for a Communication & Marketing Coordinator position.

The benefits include and are 100% paid by the company:

- * 401-K contribution 6% company match
- * Medical, vision, dental, life, disability insurance
- * 2 week vacation, 3 personal days & 3 sick days per year
- * Paid Holidays

MUST HAVE REQUIREMENTS for this position are:

- * Experience in advertising (print, digital, visual)
- * Expertise in SEO
- * Experience in Ad buys
- * Experience in editorial write up of products
- * Experience in continually being in contact with present & prospective customers
- * Expertise in: Photoshop, PowerPoint, Photography & video editing
- * Excellent writing & communications skills
- * Proactive & fast follow up skills

PLUSSES in this position are:

- * Working with company leadership
- * Experience working in a fast paced organization
- * Experience in planning for displays at trade shows, conferences & marketing events
- * Experience marketing heavy construction machinery

Reporting to the CEO, the RESPONSIBILITIES of this position include, but are not limited to:

- * Advertising
- * AD design and advertising process with magazines & news papers
- * Editorial write ups

- * Plans and oversees advertising and promotion activities including: print, online, electronic media, & direct mailing
- * Communication & newsletters
- * Literature & marketing material supply management
- * Market analysis
- * Monitors competitor products, sales & marketing activities
- * Customer surveys
- * Maintaining customer database
- * Event Management (Coordinate, organize & prepare material for Trade Shows, Product Demonstrations, Customer Events)
- * Website updates (communication with website administrator)
- * Ability to travel overnight approximately 45 nights per year (Domestic, possibly Internationally)

If you meet these requirements and wish to be considered for this position, send your résumé, that **includes what your employers do to make their money**, to us in a Word document without Headers / Footers, or Text Boxes at [Resumes AT PinnaclePlacementGroup.com](http://ResumesATPinnaclePlacementGroup.com) mentioning the **Job ID** and the **Job Title** in the subject line of your email.

In your email or cover letter, please provide us a short narrative detailing your experience and expertise as it applies to this position. Also, please provide us with your *MINIMUM salary requirements*.

KEY WORDS: Marketing, Sales, Ad Buys, SEO, Search Engine Optimization, Photoshop, PowerPoint, Photography, Video Editing, Trade Shows, Product Demonstration, Event Management, Event Attendance, print, online, electronic media, & direct mailing market analysis, customer surveys, website management, customer contact, heavy equipment, heavy equipment parts, skid steer, bulldozer, excavator, tractor, truck, Cat, Caterpillar, Kubota, John Deere, Komatsu, Kobelco, New Holland, Case, Takeuchi, Bobcat, Volvo, Doosan, AGCO, Massey Ferguson, Fendt, Challenger, King Kutter