

TITLE: Marketing Traffic Coordinator

DEPARTMENT: Marketing

REPORTS TO: Susan Griepsma

BENEFITS: Medical, dental, vision, life insurance, short and long term disability insurance, paid time off package, 401k with company contribution, FSA or HSA options, educational assistance, dependent scholarship program, onsite fitness center, and much more!

General Responsibilities:

The Marketing Traffic Coordinator will project manage the internal workflow of Marketing advertising projects to ensure that we hit our deadlines, provide files as specified by individual publications, and are able to optimize our ad program by fully understanding what ads are successful driving interest and which are not. The traffic coordinator works closely with internal designers and content providers to make sure they're clear on the advertising plans for the year as it relates to the creation or adaptation of materials. This involves an overview at the beginning of the year as well as regular communication throughout the year as deadlines approach.

Specific Duties:

Project management of advertising material creation and distribution:

- Works with Marketing Communications Manager to develop a media plan for the year by researching media kits and BPAs, laying out schedules in Excel, and tracking proposed spending
- Works with Marketing Communications Manager to develop, understand, and maintain project plans/schedules and timelines for material creation to support our media plans on both the industrial and rehab sides.
- Uses department-preferred Project Management tools like Outlook calendars and Active Collab to keep all involved parties up to date on what deadlines are approaching and what specific deliverables are needed when.
- Utilizes project management software to develop, manage, and adjust work schedules to ensure work is timely, on budget, and meets our high quality control/brand standards.
- Expedites rush jobs as appropriate, and negotiates with publications when needed to see if we can get extensions on published due dates.
- Tracks and escalates projects that are at risk of missing deadlines, working with impacted parties to set revised schedules or applying problem-solving techniques to ensure a project or process remains on schedule.
- Attends project meetings, takes and shares meeting notes with key attendees after the meeting
- Identifies opportunities for improving processes related to the creation of advertising content and marketing collateral
- Supports the management of the team's digital file directory on the network, keeping it organized and easy to find records of past and current collateral.
- Work with people within the department to create a marketing calendar that tracks all major department wide projects. Maintains it throughout the year as projects shift and are added or completed.
- Regularly looks into online directory programs like Thomasnet and ARCAT to ensure we're optimizing our presence there
- Manage the work flow for new videos to ensure we're maximizing their visibility to our sales channel and end users

Tracking results of paid and earned media:

- Reviews project performance and provides post-delivery follow-up, identifying project successes and opportunities for improvements.
- Creates reports to track and manage a variety of performance and progress metrics as needed, potentially including weekly, monthly, quarterly, and ad hoc reporting on results from our advertising programs. Looks into the best way to graphically show our current status to people both inside and outside of the department.
- Shares current Advertising campaigns with Sales and other interested parties so they can stay up to date on what we're running and be more clear on what's generating leads

- “Owns” the lead utility – is the primary person responsible for entering leads, identifies parts of it that are broken or out of date, proposes changes and improvements to the system
- Determines the appropriate response to inquiries and works with the rep to ensure the end customer is satisfied with our service
- Mail appropriate literature to sales leads and prospects
- Respond to lead survey emails
- Helps the Marketing department function as an agency on “A Class Above” level

Dealer Support and miscellaneous department support:

- Organize and assist with Dealer Training set up
- Facilitate printing of all necessary items for Dealer Training
- Coordinate travel and meals for Dealer Training
- Facilitate the fulfillment of dealer and end user literature and trinket requests through third party portals, with focus on staying within set budgets
- Work with Gorbel®’s out of town visitors, when needed, on their flight and hotel reservations.
- A&E registrations
- Warrantry Registrations until it’s automated
- Regular reporting – Lead time report, Market share, others as needed
- Lead time emails
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Job Qualifications:

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Core Competencies to be Successful:

Essential skills:

- Ability to organize and stay on top of several different projects at once
- Ability to stay on track with deadlines and plan projects so required department resources can complete their required work in a reasonable time to meet those deadlines
- Excellent written and verbal communication skills
- Ability to work independently
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Work Environment:

ADA Physical/Mental/Workplace Requirements

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To apply for this position, please complete an [employment application](#) and send to careers@gorbel.com.

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