

Marketing Coordinator

Specific Duties and Responsibilities:

- Promote a positive image of Custom-Printed Graphics by VMS and Badlime to core markets (OEM Labels & Decals, Fleet/Vehicle Graphics, Branded Apparel, Corporate Identity & Branding).
- Implement marketing campaigns for OEM and Fleet buyer personas utilizing an inbound strategy with Hubspot Marketing Automation Platform.
- Assist in management of Hubspot Website Content Management System for vmsinc.com. Create email campaigns/offers, landing and thank you pages, complex workflows, conversion forms and reports.
- Generate high-quality digital leads from multiple channels (organic, paid, direct and social), monitor daily lead activity through Hubspot while leveraging data to help the sales team prioritize leads. Ensure CRM consistency across entire sales team and continued education on updates to the platform.
- Create product/market driven presentations, sales collateral, and marketing materials such as press releases, case studies, promotional literature, website and blog content, digital & printed advertisements, etc.
- Conduct market research to develop prospecting opportunities for business development team.
- Conduct SEO optimization/keyword research.
- Create content for social media accounts for all VMS brands.
- Report success of marketing and sales efforts by tracking results of all inquiries and campaign results and analyze effectiveness.
- Develop E-Commerce newsletter strategy and implement campaigns to existing customers to promote apparel and promotional product lines.
- Plan and manage events or trade shows, develop budgets, handle paperwork, plan displays, etc.
- Collaborate in-department and across functions to achieve deliverables.
- Complete other duties and special projects as assigned.

Required Experience:

- Bachelor's Degree in business, marketing, journalism, communications, or related.
- Demonstrated experience in a marketing position or internship.
- Exceptional writing skills with a professional posture and the ability to adapt for various audiences and channels/formats.
- Demonstrated experience with Hubspot, Marketo, Pardot, (or similar marketing automation software) is required, certification is a plus.
- Solid understanding of eCommerce, PPC, SEO, and SEM.
- Working knowledge of web design principles, best practices, and content management platforms.
- Knowledgeable in Microsoft Office Suite, CANVA and/or similar software programs.

Submit your resume to info@vmsinc.com.



VISUAL
MARKING
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- Strong interpersonal communication and project management skills.
- Display excellent methods of personal organization and the ability to meet shifting priorities/deadlines.

Preferred Experience:

- Media Planning/Digital Advertising experience.
- Familiarity with analytical tools, such as Google Analytics4 and Google Search Console.
- Graphic Design experience with Adobe Creative Suite and/or CorelDRAW Graphics Suite.
- Video editing/software experience.
- Experience with EPMS Software a plus.

Benefits:

- Medical, dental, life and short/long-term disability insurance
- Vision coverage discount program
- Medical, dental, life and short/long-term disability insurance after 90 days
- 401(k) with company match
- Paid holidays, paid vacation and PTO

