



HOME THERAPY DEVICES

Position Description Form

<b>Job Title:</b>	Marketing Coordinator
<b>Reports to:</b>	Marketing Communications Manager
<b>Scope of Supervision:</b>	No direct reports

**POSITION SUMMARY**

The Marketing Coordinator is responsible for planning and managing meeting and tradeshow efforts, and supporting communications and marketing projects. As the company's tradeshow and events planner, this position will lead planning and tactical execution of national and regional tradeshows, annual National Sales Meeting, and marketing/sales related events. This function plays a key role in helping Tactile Medical generate maximum value from its investment, ensuring that each event positions the company to drive brand awareness, generate qualified leads, and strengthen customer relationships. The Marketing Coordinator is responsible for overseeing events that are not only executed professionally, on-time, on budget and on-target, but also sets Tactile Medical apart from the competition. Key responsibilities also include supporting development from initial planning, conceptualization and message crafting to execution of collateral material such as: publications, web content and emails, audio/video, media planning, and online/social media communication mediums. Attention to detail is critical in this role.

**EDUCATION, BUSINESS EXPERIENCE, AND PHYSICAL REQUIREMENTS**

Education

- Bachelor's degree preferably in marketing or related field

Experience

- 2-4 years of experience in marketing, communications, marketing planning, or similar function; medical device field preferred
- Field sales experience a plus
- Tradeshow and/or meeting and events experience

Skills

- Excellent organizational and both written and oral communication skills
- Excellent multitasking abilities
- Experience supporting product development, the implementation of marketing plans as well as dealing with customers a plus
- Demonstrated capacity with current sales/marketing technology trends and applications
- Expertise in MS Word, Excel, PowerPoint and Outlook
- Ability to lift 20 pounds
- Travel up to 20%

**REQUIRED COMPETENCIES**

Teamwork and Leadership

- Ability to work cross-functionally with all business functions and to work collaboratively toward consensus with regards to processes and strategies
- Ability to proactively identify issues and problem solve as well as identify efficiencies and ways to improve operations

Communication

- Strong verbal and written communications skills

Organizational Ability

- Demonstrated ability to stay organized while multi-tasking
- High attention to detail is critical



**DESCRIPTION OF RESPONSIBILITIES**

- Research and make recommendations on selection of tradeshow the company attends annually
  - Prepare and maintain national tradeshow calendar to accurately identify dates, locations, exhibit booth focus and Tactile employees who should attend
  - Organize tradeshow-related programs to ensure sponsored customers and Tactile employees participating in the meeting have the appropriate environment and tools to meet their objectives
  - Ensure that all tradeshow generated leads are appropriately channeled to responsible Sales personnel
  - Manage tradeshow and meeting budgets and ensure maximum return on investment
- Perform various event or marketing administrative tasks
  - Coordinate site selection of meetings and negotiate contracts as required
  - Make business travel arrangements as requested
  - Support National Sales Meetings and other sales events
  - Facilitate on-going updates to iPad sales reference center
  - Assist with various customer and sales representative communications and requests
- Support development of effective brand awareness strategies to meet business objectives:
  - Assists with the routing and production of product marketing materials
  - Maintain inventory of marketing support materials
  - Acts as a liaison with vendors regarding marketing support and print materials
  - Support Internet, Intranet and social media projects
  - Maintains marketing department policies and procedures
- Develop communications to internal audiences regarding tradeshow planning including timelines, objectives, messaging, schedule of events and key deadlines
- Ensure compliance with sales and marketing operational policies and procedures
- Maintains compliance with all appropriate regulatory requirements including HIPAA
- Additional duties as required

**KEY RESULT AREAS:**

- Plans meetings and trade shows by identifying, assembling, and coordinating requirements; establishing contacts; and developing schedules and assignments. Responsible for organizing lead development during the show and managing lead follow-up after the show.
- Manages all promotional and marketing material inventory by coordinating with shipping and printing vendors
- Supports sales staff by providing marketing collateral and responding to specific customer and field needs
- Updates job knowledge by participating in educational opportunities; reading trade publications and online blogs and websites.
- Accomplishes organization goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.



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**ACKNOWLEDGMENT**

**I understand and agree to comply with this job description:**

Employee's Name: \_\_\_\_\_

Employee's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

This Position Description was last revised on: 01/05/15