

## Job Description

**Title:** Marketing Coordinator

**Location:** Sto Americas Headquarters, Atlanta, GA 30331

**Reports to:** Marketing Leader

### **Purpose:**

Sto Corp. (Sto), a global innovation leader of façade insulation (EIFS) and high performance coatings, is seeking a Marketing Coordinator. The ideal candidate will provide event, marketing, and project support as assigned by the Marketing Leader.

### **Essential Duties & Responsibilities (includes, but not limited to):**

- Events: coordinate and manage sponsored customer events and meetings with the highest priority placed on tradeshow. This includes the following:
  - Pre-event activities including planning, venue coordination, shipping, advertising, developing schedules and assignments, employee travel coordination, lead generation campaign development as directed
  - During the event activities including schedule management, customer engagement, social media coordination, post-event shipping
  - Post-event activities including attendee follow up, lead generation reporting, advertising
  - Coordinate with the business team (sales, product management and market development) to manage the current year trade show and event calendar and following year calendar for budgetary purposes
- Presentations: maintain the AIA and Sto branded library of presentations. This includes coordinating the creation of new, updating of old, and maintenance of format
- Content: acquire and organize various forms of photo and video content
- Participate as a team member on various company initiatives and projects as assigned
- Accomplishes organization goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments
- Perform other duties as assigned

### **Knowledge/Skills/Abilities:**

- Bachelor's degree in Marketing, Business or related field

- Minimum of 2+ years successful marketing experience or previous experience shows the use of skills necessary to execute this position successfully
- Receive supervision and direction from manager, but also able to work independently and effectively in order to meet individual goals and deadlines
- Ability to thrive in results-oriented environment
- An affinity for current digital technologies is essential
- Strong knowledge and proficiency in data software: Microsoft Office Suite (required), CRM (preferably Salesforce.com)
- Ability to define problems, gather data, establish facts, and draw valid conclusions
- Excellent oral and written communication skills and strategic listening skills are necessary to effectively exercise tact, discretion, judgment and diplomacy when interacting and/or negotiating with all levels of internal and external customers
- Strong organizational skills - attention to detail
- Creative innovator with entrepreneurial spirit
- Active, lifelong learner mentality

**To Apply:**

Submit your resume and cover letter to [Jobs@StoCorp.com](mailto:Jobs@StoCorp.com). Job ID: MC