

Job Description-Marketing Coordinator



Company Overview

For more than 25 years, Neuralog has provided low-cost solutions to capture, organize, and analyze Oil and Gas data. We offer best-in-class hardware and software that enables geology professionals to be efficient and effective while reducing overhead costs. From Neuralog technology, NeuraLabel was founded to serve the consumer product label and regulatory label markets. Our unique products offer versatility, durability, and flexibility to customers across a diverse set of label-printing industries including a global network of resellers and emerging entrepreneurs.

Position Overview

You're passionate about connecting people and resources to support the growth of business. You enjoy both collaboration and autonomous work and are fulfilled by managing long-term projects from start-to-finish. You enjoy a mix of tasks for variety and you seek to be a part of an innovative, responsive, and forward-thinking team. You collaborate well with others, follow-through on tasks, and suggest improvements regularly.

As our Marketing Coordinator, you will be responsible for successfully supporting each of our events and sponsorships by executing logistics, budgeting, and implementing a related communications plan to maximize our event spending. At your core, you are excited about a unique mix of practical and creative solutions to move the company's brand forward in the marketplace.

Job Duties Include:

- Research relevant marketing events and make appropriate proposals/suggestions to management, including a proposed budget, objectives, and resource requirements
- Be the go-to person for all event-related initiatives from research and planning to execution and follow-up
- Hold pre- and post-event meetings to discuss logistics, goals, and lessons learned; work with the team to track ROI
- Hold post-show meetings to discuss goal performance
- Manage inventory of swag items and giveaways for use at tradeshow, client meetings, and sponsored events

- Execute delivery and return of items before and after events, working closely with in-house logistics team members
- Import and distribute leads to Sales via Salesforce and Pardot after each event
- Maintain and publicize an event calendar and all related tasks (pre-, post-, and during the event) in Asana
- Order and maintain inventory of event supplies
- Serve as point-of-contact with outside exhibition vendors
- Support, as time allows and as assigned
- Collaborate with the Marketing Program Manager to develop and execute communication plans supporting each event, including email marketing, social media, and sales initiatives (i.e. campaign management in Salesforce)
- Prepare quarterly summaries of conference plans and performance for management
- Accept ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments

Marketing Coordinator Skills and Qualifications:

- BA/BS degree required
- 3+ years of experience in corporate marketing, event planning, or similar role
- Strong organizational and follow-through skills are critical
- Ability to multitask with a fast-paced work environment with regular interruptions and still meet relevant deadlines
- Ability to self-start projects and seek additional work when workload is not at peak volume
- Proficiency in Microsoft Word, Excel, and Powerpoint
- Proficiency with event budget management
- Experience with Adobe Suite (Adobe Illustrator, Photoshop, InDesign)
- Experience with Asana, Salesforce, and Pardot is a huge plus
- Candidates with experience in Oil and Gas or Consumer Products a plus
- Ability to travel on occasion: 5-10%, much of this is local to Houston
- This role is in-house in our Stafford, TX office and does not allow for remote work

Company Benefits:

- Competitive Compensation
- Comprehensive Medical, Dental, and Vision Benefits
- Paid Time Off
- 401 (k) Employer Contribution