

THE KINGSWOOD COMPANY

OUR PRODUCTS. YOUR LABEL. SPARKLING RESULTS.

JOB DESCRIPTION: MARKETING COORDINATOR

In business for over 60 years, The Kingswood Company is the leading private-label manufacturer of consumer products for the jewelry industry. We serve some of the best-known retailers and brands in the world and are seeking qualified candidates for a **MARKETING COORDINATOR**.

We were recently recognized as one of the 100 fastest growing companies in urban America by Fortune Magazine. We have a culture of hard work, excellence, and innovation.

This position supports our design, communications, and sales efforts. This individual reports to our Creative Director, but will also work closely with our Sales Team, and our CEO to drive sales growth across multiple strategies, including email marketing, CRM, content creation, project management, and telecommerce. There is the opportunity to support large international accounts and to take on additional creative responsibility as our company grows. This is a great role for someone who is a driven self-starter, and wants to develop their digital, technical, and analytical marketing skills.

This is an ideal position for someone who wants to be a part of a team in a growing successful company, and interested in inside sales, personal consumer products, or the world of jewelry. You will make countless connections and develop lasting relationships!

PRIMARY DUTIES:

- **Website and Digital Marketing Coordinator (35%)**
 - Content and planning for the Kingswood website, Instagram, FB and other initiatives
 - Maintain the Walmart.com and related Gem Glow content
 - Analytics of website lead generation
 - Strategies and implementation for new lead generation
 - Inbound email coordination
 - Website Technical Improvements/ Site Security improvements
 - Back End Monitoring of websites and monthly audits (Google Analytics, SEO, Spider)
 - Code Development/ Coordination with Design Admin to discuss potential improvements
 - Site Migration Project Management (migration planning for 2020)
 - Implementation of new targeted online marketing campaigns in 2020 (using google ads, and other tools)
 - Customer sales analytics and growth strategies
 - Basic Design work for website or marketing content is a plus
- **GOLDMINE CRM Coordinator (20%):**
 - CRM reporting, planning and data management
 - Identifying and executing on opportunities to streamline sales efforts utilizing our existing technology and tools
 - Setting up new leads generated in our CRM
 - Assist with creating and implementing new processes to develop our sales team and marketing efforts
 - Preparing Weekly and Monthly CRM and sales reporting for Management
 - Analysis of various marketing campaigns

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- Coordinating efforts to maintain and improve our database, including database cleanup
- Coordination of efforts related to maintaining and improving our CRM database (using our established service providers)
- Developing customized reports for sales & admin teams
- Beginning the process of automation for future campaign management
- **Newsletter / Email Marketing Coordinator (20%)**
 - Planning our newsletter and email marketing strategy and content throughout the year and coordinating with various team members and management to execute on time throughout the year
 - Create and edit basic copy for digital content
 - Analytics of newsletter efforts with a goal of improving open rate and effectiveness
 - Strategies and implementation for growth of targeted email list
 - Effectively manage and maintain our email marketing lists using both Goldmine (CRM) and Constant Contact
 - Developing A/B reporting tools to improve open rates.
 - Restrict deliverables formatting for improved click rates.
 - Project management within content team.
- **Marketing Research and Support (15%):**
 - Participate in completing and documenting Inbound emails, sales calls, and proposals as assigned and directed
 - Development of your professional and sales skills by actively participating in sales training, attending educational workshops; reviewing professional publications
 - Marketing collateral coordination
 - Professional behavior when making phone calls and speaking with customers
 - Research for large proposals
 - Participate in Product Development to drive marketing initiatives and sales growth
 - Support, research and special projects related to new product development
 - Management of Data retrieval and coordination
 - Working towards developing a new market survey
- **Trade Show Coordinator (TBD) (10%)**

Given the current conditions, trade show attendance is uncertain; however, historically this position has required the following:

- Responsible for planning and coordinating all aspects of our Company's annual trade shows, in Las Vegas in May/June, including all pre-show planning, booth planning and execution (with design team), logistics, set-up, tear-down, email and online marketing, product launch, PR, selling and networking at relevant show events and follow-up marketing and analysis
- Tracking, reporting and analyzing show performance
- Planning and coordination of all marketing in advance of the shows (email, phone, website, show directory, new product launch, CRM)
- PR coordination for shows
- Travel to trade shows is required. All travel and lodging expenses will be paid for by the company with a per diem for food and other agreed upon expenses.

Other duties as assigned.

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POSITION TYPE:

Full Time: 40+ hours per week | Office Hours: 9:00 – 6:00pm

Most hours worked will be on-site, in our office, located in Columbus, Ohio.

QUALIFICATIONS:

In addition to a college degree, the ideal candidate for this position will possess / will be:

- EXCEPTIONALLY STRONG organizational skills and positive demeanor
- TECH-SAVVY, and comfortable with CRM Database, Constant Contact and other marketing tools
- An ability to efficiently move projects forward
- An ability to bring innovative and creative ideas to the table to support company growth
- Goal-motivated, persistent and optimistic personality
- An ability to multi-task, set priorities and meet deadlines
- An ability to effectively utilize Microsoft Office (Word, Excel, PowerPoint, and Outlook)
- Oral and Written communication skills which are clear, concise, grammatically correct and effective
- Willing to learn new applications and skills

SALARY LEVEL/COMPENSATION:

Compensation is based on experience. Base compensation range is \$45,000 – \$55,000, PLUS, Incentive Compensation and Bonuses, tied to team and individual performance.

Additional Benefits will also be provided as follows:

- Access to a health care plan (medical, dental, vision, STD) effective 90 days after start date, and the opportunity to add health insurance for family members at the employee's expense. The Kingswood Company pays 50% of benefit plan premiums.
- Participation in the Company's SIMPLE IRA Plan, and eligibility to receive dollar for dollar Employer Matching Contributions.
- Paid Holidays and Paid Vacation annually.
- Life Insurance group plan is available.

DESIRED MAJOR/EXPERIENCE:

Bachelor's Degree required in a field such as: Marketing, Digital Marketing, Telecommunications, Media Communications, Business Administration, or another related field.

3 years of experience in Marketing or Sales is preferred.

ADDITIONAL INFORMATION:

Visit our website at www.thekingswoodcompany.com.

An acceptable Drug and Background check through the Company's provider will be required upon acceptance of your offer. This will be paid for by the Company.

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HOW TO APPLY:

IF you meet the qualifications, and are interested in the position, please submit RESUME AND COVER LETTER indicating your interest in this position, to hr@thekingswoodcompany.com.