

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 VP Sales, and our CEO to drive sales growth across multiple strategies, including email marketing, CRM, Trade Show Events, Content Creation, and telecommerce. There is the opportunity to support large international accounts and take on additional responsibility as our company grows. This is a great role for someone who wants to develop their 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!

This Full-Time position has excellent benefits including health care, paid vacation and holidays, retirement savings plan with employer match. Some travel required (expenses paid), primarily to Las Vegas for our annual trade show and NYC.

PRIMARY DUTIES:

- **Website and Online Marketing Coordinator (35%)**
 - Content and planning for two websites, Instagram, FB and other initiatives
 - 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)
- **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

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- Preparing Weekly and Monthly CRM and sales reporting for Management
 - Analysis of various marketing campaigns
 - 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)
 - Completing system admin training in order to develop/ coordinate new activities within the CRM system.
 - Developing customized reports for sales & admin teams
 - Beginning the process of automation for future campaign management
 - Supporting/resolving sales team issues as they arise
- **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
 - 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.
- **Trade Show Coordinator (two shows currently) (15%)**
 - 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 will be required annually in May/June for trade shows. All travel and lodging expenses will be paid for by the company with a per diem for food and other agreed upon expenses. You will also be compensated for your time at the shows, as well as travel time, as is appropriate for your position, and consistent with applicable regulations.
- **Marketing Research and Support (10%):**
 - 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

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- Professional behavior when making phone calls and dealing with customers
- Research for large proposals
- Participate in Product Development to drive marketing initiatives and sales growth
- Managing and growing relationships with assigned and developed customers
- Support, research and special projects related to new product development
- Management of Data retrieval and coordination
- Working towards developing a new market survey

Other duties as assigned.

POSITION TYPE:

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

Must be available for travel for trade shows (expenses paid), 1-2 times per year. Most hours worked will be on-site, in our office, located in Columbus, Ohio.

DESIRED MAJOR/EXPERIENCE:

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

3 years of experience in Marketing or Sales is preferred.

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
- Goal-motivated, persistent and optimistic personality
- An ability to multi-task, set priorities and maintain them
- An ability to work well and closely with others
- 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 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.

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- Life Insurance group plan is available.

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.

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.