

# Marketing Coordinator

## Position Description

We're problem solvers, looking for a like-minded team member.

As Marketing Coordinator and part of the Apprise Global Marketing team, you'll be tasked with developing and executing marketing campaigns and projects designed to strengthen our sales and brand. This is an excellent opportunity for someone who has the drive and desire to broaden existing marketing skills while working within a global marketing team in the software industry.

Our Marketing Coordinator will:

- > Help position and communicate the Apprise brand promise
- > Work cross-functionally between teams and offices in order to deliver on tasks
- > Work with various marketing communication vehicles/channels, including online/digital, direct mail, social media, events, public relations, print media, collateral, and video
- > Manage the development of content, including writing case studies, white papers, sales collateral, news articles and video scripts
- > Develop and execute demand generation campaigns, including email marketing, direct mail, paid search, online marketing, and special projects
- > Research competitors, products and industry data that will assist our marketing direction
- > Monitor and report on campaign metrics, results and provide analysis
- > Monitor and report on current/new marketing trends and tactics
- > Be the UK/EU resource for the team

Apprise is a global leader in consumer goods distribution software. From our headquarters in North America, and global locations in Europe, Asia and Australia, we provide business management solutions, services, and support to companies all over the world—and help bring thousands of consumer brands to market every day.

As a member of the marketing department, you'll be responsible for coming up with ways to continually improve our marketing efforts. This is a position for proactive team members looking for a high level of responsibility and growth.

## Job Requirements

This position requires a high level of English writing skill. At least one writing sample must be sent with your application. The successful candidate must be self-motivated, a team player, good communicator, and take exceptional pride in the quality of their work. Additionally, candidates should possess the following:

- > Bachelor's degree in Marketing, Communications, or related field is preferred, but equivalent work experience will be considered
- > Native British English is preferred, but C2 level English, verbal and written will be considered
- > An understanding of the UK and EU markets is a plus
- > Proficiency with Microsoft® Word, Excel & PowerPoint
- > Understanding of various marketing techniques and methods
- > Excellent organizational and time management skills

## Contact Information

Please send your cover letter and CV to [jobs.cz@apprise.com](mailto:jobs.cz@apprise.com) and reference "Marketing Coordinator" in the subject line of your e-mail.

If you haven't heard back from us within two weeks, it means that we have chosen another candidate. Thank you for understanding.