

JOB DESCRIPTION

Marketing Operations & Office Manager

Department	Marketing
Reports To	VP North American Sales - Carmi 926
Location	Carmi, Illinois
Employment Type	Full-Time
FLSA Status	To Be Determined by HR

Position Summary

The Marketing Operations & Office Manager supports the Marketing and Sales functions by coordinating marketing programs, trade shows, company workshops, promotional materials, budgets, travel, reporting, and other administrative activities. The position serves as a central point of coordination between Marketing, Sales, Accounting, vendors, event organizers, company facilities, and other internal departments.

The position also manages a variety of office and facility-related responsibilities for the Carmi 926 location and provides administrative support for other Illinois facilities as needed. Responsibilities include facility coordination, vendor management, company events, office access and security administration, travel arrangements, reporting, invoice processing, and other operational activities.

This is a hands-on coordination role requiring strong organization, attention to detail, follow-through, financial awareness, and the ability to manage multiple projects and deadlines simultaneously.

Essential Duties and Responsibilities

Marketing Operations and Budget Administration

- Coordinate the research, purchasing, imprinting, receipt, inventory, and distribution of company promotional items.
- Administer cooperative advertising requests by reviewing submissions and coordinating approved dealer credits with Accounting.
- Track marketing expenditures by account and assist with development of the annual marketing budget in coordination with Marketing leadership.
- Prepare budget summaries, expenditure reports, and supporting information for management review and approval.
- Coordinate the inventory and distribution of product catalogs, brochures, literature, and other marketing materials.
- Monitor literature inventory levels and notify Marketing when replenishment may be required.
- Proofread brochures, newsletters, literature, and other materials prior to printing or distribution.
- Coordinate selected customer, dealer, shareholder, board-member, and other company mailings.
- Coordinate business-card ordering and distribution for approved employees, including new hires and employees changing positions.
- Support the Marketing and Sales teams with research, information gathering, materials preparation, and other administrative needs.

Trade Show Coordination

- Research prospective trade shows and prepare information regarding exhibiting costs, facility requirements, shipping, travel, and related considerations for management review.
- Coordinate internal planning meetings to determine trade-show participation, staffing, equipment, product displays, marketing materials, and travel requirements.
- Work with trade-show organizers to arrange exhibit space, utilities, flooring, furniture, water, and other required services.
- Coordinate attendee travel, lodging, transportation, and other logistical arrangements.
- Prepare and organize products, promotional materials, office supplies, lead forms, and other items required for each event.
- Coordinate packing and shipment of trade-show materials and verify that required materials are prepared before shipment.
- Maintain records regarding the location, status, and condition of trade-show equipment within the position's assigned area of responsibility.
- Coordinate the return, storage, and inventory of materials following each event.
- Coordinate entry and processing of trade-show leads in the company's customer relationship management system.

- Prepare post-event summaries of expenses, leads, and cost-per-lead information.

Workshops, Dealer Events, and Company Events

- Coordinate company workshops, dealer events, and other assigned customer or company programs.
- Organize planning meetings and maintain records of decisions, responsibilities, schedules, and outstanding items.
- Coordinate event registration, attendee communications, speakers, presenters, program requirements, equipment, venues, lodging, catering, bar service, gifts, and related logistics.
- Use company databases and customer information systems to identify prospective event attendees when requested.
- Prepare registrations or sales orders and communicate confirmations to attendees.
- Negotiate or coordinate meeting-room, venue, lodging, catering, and related arrangements.
- Coordinate facility setup, event materials, name tags, attendee documentation, reception materials, equipment, and cleanup.
- Collect and organize required participant paperwork and event records.
- Prepare post-event summaries of revenues, expenses, surveys, participant feedback, and other requested information.
- Coordinate post-event review meetings and document opportunities for improvement for future events.
- Coordinate dealer events including lodging, meeting rooms, food, gifts, marketing materials, speakers, and related requirements.

Reporting, Data, and Administrative Systems

- Prepare reports, customer lists, sales information, and other requested information using company CRM, accounting, and reporting systems.
- Maintain and coordinate source codes within applicable company systems.
- Prepare periodic source-code and sales reports by source, salesperson, or other requested criteria.
- Process or prepare requisitions for invoices and provide appropriate accounting information for expense classification.
- Maintain required company registrations or administrative accounts assigned to the position, including periodic updates and renewals.
- Maintain accurate records related to marketing activities, events, expenditures, vendors, facilities, travel, and other assigned responsibilities.

Travel and Scheduling Coordination

- Coordinate employee travel arrangements as requested, including airfare, hotels, rental vehicles, and related reservations.
- Assist with passport renewals, new passport applications, travel visas, and related documentation when requested.
- Maintain applicable passport-expiration information and notify employees or management when renewal may be required.
- Collect information regarding employee travel, training, visitors, meetings, PTO, and trade shows for inclusion on the appropriate company calendar.
- Maintain event and travel information accurately and communicate scheduling information to affected employees.

Office and Facility Operations

- Coordinate assigned company guest accommodations, including scheduling, preparation, cleaning, and periodic facility checks.
- Provide telephone coverage or coordinate backup coverage when primary switchboard personnel are unavailable.
- Coordinate routine office and facility errands when required.

Secondary or Additional Responsibilities

- Obtain vendor reference letters or similar documentation when required for company applications.
- Communicate company instructions regarding flag status at applicable facilities when directed.
- Provide reminders, research, document retrieval, logistical assistance, and other administrative support requested by management.
- Assist with special administrative projects assigned by management when those projects fall within the general scope of the position.

Required Qualifications

- Demonstrated experience in marketing coordination, office administration, event management, sales support, or a related business function.
- Experience coordinating multiple projects, vendors, schedules, deadlines, and administrative activities simultaneously.
- Experience tracking expenses, working with budgets, processing invoices or requisitions, and preparing financial or operational summaries.
- Strong computer skills, including spreadsheet, word-processing, database, CRM, accounting, and reporting applications appropriate to the position.

- Ability to gather, organize, analyze, and report information accurately.
- Strong written communication, proofreading, and business correspondence skills.
- Strong organizational skills and attention to detail.
- Ability to communicate effectively with employees, management, customers, dealers, vendors, event organizers, and other outside contacts.
- Ability to work independently, establish priorities, follow projects through completion, and respond effectively to changing requirements.
- Ability to maintain accurate records and appropriately handle business information.
- Ability to work effectively across multiple departments and company locations.

Preferred Qualifications

- Experience coordinating trade shows, conferences, workshops, dealer meetings, or other business events.
- Experience using Sage or similar accounting/business-management software.
- Experience using a CRM or contact-management system such as Salesforce or its current company equivalent.
- Experience using reporting tools such as Salesforce or a comparable reporting platform.
- Experience coordinating corporate travel, lodging, passports, visas, or related business-travel requirements.
- Experience with marketing-budget administration or marketing operations.
- Valid driver's license and ability to perform occasional local business errands, if this remains a responsibility of the position.

Knowledge, Skills, and Abilities

The position requires the ability to:

- Manage numerous simultaneous projects, deadlines, and details.
- Plan and coordinate complex events from initial research through post-event reporting.
- Organize travel, facilities, vendors, equipment, materials, and schedules.
- Track expenditures and prepare accurate budget and event-cost summaries.
- Analyze information from CRM, accounting, and reporting systems.
- Communicate clearly and professionally in writing and verbally.
- Proofread marketing and business materials accurately.
- Develop productive working relationships across departments.
- Coordinate outside vendors and service providers.
- Anticipate logistical needs and identify potential problems before they affect an event or operation.
- Maintain organized records and retrieve information efficiently.
- Exercise appropriate judgment when handling company, customer, employee, and vendor information.
- Adapt priorities when urgent requests, events, or operational issues arise.

Physical Requirements

The position primarily involves office and computer-based work, including sitting, communicating by telephone and in person, reviewing documents, and using a computer for extended periods.

The position also involves walking through company facilities, preparing and organizing materials for events and shipments, assisting with event setup and cleanup, performing local errands, and handling promotional, literature, trade-show, or office materials.

The source materials do not provide a specific lifting requirement. HR should establish one only if a particular lifting capability is an essential function of the current position.

Work Environment

Work is performed primarily in an office environment at the Carmi 926 facility.

The position periodically enters company production, warehouse, or other facility areas while coordinating maintenance, events, materials, or other operational activities. These areas may include normal industrial conditions such as equipment traffic and moderate noise.

The position also interacts regularly with outside vendors, event organizers, hotels, caterers, service providers, customers, dealers, and employees throughout the company.

Schedule and Travel

Schedule: Full time.