



## Marketing Coordinator

**Position Overview** The Marketing Coordinator is responsible to drive conversations and business leads through the promotion of Murphy through all media channels including website, social media, company listings, advertisements and PR. The main objective is to ensure timely delivery of content to correct media sources, to develop and execute strategies, and to research and apply upcoming trends in the industry.

The Marketing Coordinator will also work with the sales team to reach out to potential clients and provide them with information including services offered, solutions, quotes, etc.

### Organizational Alignment

Reports to the Vice President of Sales and Marketing

### Job Responsibilities

#### Website and Social Media

- Strategize content types and create compelling content
- Manage SEO functions – copywriting, analytics, optimization
- Work with vendors (i.e. Windmill)
- Website lead generation management
- Ensure website and social media are regularly updated
- Promote brand awareness

#### Sales and Marketing Collateral

- Assist with design, layout, writing and production
- Manage inventory

#### The Sales Process

- Use LinkedIn to generate meetings and interest in a) public warehouse b) large contract and c) brokerage clients
- Plan, organize and participate in promotional presentations to potential customers

- Communicate with potential clients via inquiry – email, phone calls / LinkedIn
- Email Murphy tidbits (news/blog/industry articles, etc) to prospect lists every two weeks or on a pre-determined cadence
- Present Murphy in a professional and attractive manner to prospective clients with quick and clear communication

#### **Writing / PR / External Communication / Awards**

- Create updates for awards won, certifications received, case studies and distribute via website and social channels
- Track and submit award applications as opportunities arise
- Create Murphy news and blog for email use and website
- Create in-house publications featuring newsworthy company activities
- Collaborate with outside sources (Windmill, Strother, etc.) to strategize content, placing and channels.

#### **Segment / Database Management**

- Manage potential customer database library
- Update customer service customer / CSR listing
- Create and maintain a database of contacts for warehouse and transportation growth (i.e. prospects)

#### **Customer Relations Management (CRM)**

- Maintain contact management database

#### **Quality Management & Safety**

- Performs responsibilities within the guidelines of the company's Quality System, fosters an organization of continuous process improvement and abides by the company's safety requirements.

#### **Quality:**

Will perform this job in a Quality System environment.

#### **Safety:**

Will support and abide by the Company's Safety Program and all safety program initiatives, policies and procedures.

#### **SQF and Food Safety/Food Defense Plan:**

If unable to perform this job due to absence, the VP of Talent Development & Communications will carry out duties until return.

All employees have food safety responsibilities and will check with customer requirements for specific policies.

**Qualifications**

- Four-year college degree from an accredited institution
- Social Media, Marketing, Web design, Multi-media, Advertising, Creative coursework
- Good design and layout skills
- Excellent oral and written communications skills
- Functional knowledge in social media platforms
- Functional knowledge of SEO
- Strong attention to detail
- High degree of individual initiative
- Outgoing personality, high energy, proactive

I have reviewed, and understood, the above position description. I understand that management retains the right to add or to change the responsibilities and/or duties of this position at any time.

**Signed:**\_\_\_\_\_ **Date:**\_\_\_\_\_

**Manager Signature:**\_\_\_\_\_ **Date:**\_\_\_\_\_