



Marketing Coordinator Job Description – Wilmington, CA

Description of Duties:

The Marketing Coordinator is responsible for leading and coordinating all of the marketing, advertising and promotional efforts and activities for the organization. This position reports to the Chief Operations Officer and coordinates with all North America business units, and the Al Dahra Global Network of companies with a focus on East Asia/China markets. The Marketing Coordinator will take steps to measure, enhance, and enrich the position and image of the company and all of its brands. He or she will formulate, aid in the direction and coordinate marketing activities, initiatives, projects and recommend policies and maximize market-share, margin and return.

Responsibilities:

- Plan marketing and branding objectives and strategies alongside company executives and other team members.
- Develop robust data sources and use to analyze market trends and recommend changes to marketing and business development strategies.
- Assist in the preparation of budgets and track results.
- Oversee creation and delivery of press releases, advertisements, and other marketing materials.
- Design print ads and publications and oversee website development and content.
- Assist in driving overall CRM and direct marketing.
- Engage other organizations within the community.
- Collaborate with sales and sourcing to develop strategic partnership activities and guide the implementation of the execution framework and strategic plan on identified opportunities.
- Aid in the development and work with the North American team and also all Al Dahra global network teams to develop and execute new concepts, business models, channels and partners to position business as innovator and leader.
- Develop and execute product marketing plans including directing the efforts of outside agencies and suppliers under the supervision of the Chief Operations Officer.

Minimum Qualifications:

- BA/BS in Agriculture or Business Management, Marketing or a related field, MBA preferred
- Mandarin Chinese strongly preferred (speaking; reading/writing optional)
- Superior organization, planning and prioritizing skills.
- Minimum of 3 - 4 years of marketing experience or a related field.
- Excellent analytical, verbal and written communication skills required.
- Superior demonstrated PC skills: PowerPoint, Photo Shop, graphic arts, and video editing
- Previous exposure in launching products in international markets.
- Willing to travel 20-30%.
- Ability to persuade and influence senior management to launch new products and enter new markets.
- Ability to take the lead and coordinate diverse cross-functional teams to achieve targets.