

Marketing Coordinator

Valencia, CA

Who We Are

Lavi Industries is the premier manufacturer of innovative queue management fixtures and software solutions for guiding people in, through, and out of commercial and government facilities. We are headquartered in Valencia, California with facilities in New York, and sales offices throughout the US. We pride ourselves in our pursuit of excellence through the dedication and integrity of our people since 1979. We offer the right candidate an opportunity to excel in an entrepreneurial environment, as well as an attractive compensation package.

Come be a part of our team!

Job Summary

We are searching for a highly qualified marketing coordinator to work closely with our Sales, Marketing, and Creative Services teams. From day one, you'll contribute to existing sales and marketing programs, while assisting with the development of new initiatives. The ideal candidate will have prior experience with a wide range of marketing functions, including website, email campaigns, advertising, trade shows/events, digital marketing, and social media. You must be an organized multitasker able to handle many diverse projects at once.

Responsibilities

- Assist in identifying and executing improvements for processes, content, and lead generation.
- Work with marketing automation and CRM tools to analyze performance and effectiveness of marketing campaigns.
- Support the marketing department by scheduling and organizing the creation of marketing content and collateral.
- Work with creative services to help deliver content that meets client specifications.
- Communicate campaign objectives, timelines, and deliverables to sales team.
- Plan and manage meetings, events, conferences, and trade shows by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignments, and coordinating mailing lists.
- Maintain a directory and inventory of sales support materials, ensuring all resources are current and accurate, and coordinate the creation of new materials as needed.
- Provide other support as needed.

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Qualifications

- Bachelor's Degree in marketing, advertising, or communications
- 2+ years' experience as a marketing coordinator or similar role
- Knowledge of traditional and digital marketing, content marketing, and social media marketing
- Excellent writing, communication, and presentation skills
- Extremely organized with a strong attention to detail
- Must be motivated and able to work with minimal supervision
- Proficiency with Microsoft Office: Outlook, Word, Excel, PowerPoint.
- Familiarity with content management systems (CMS), customer relationship management (CRM) tools, and marketing automation tools is a plus.

Equal Opportunity Employer. To apply, send cover letter and resume to Jobs3@lavi.com

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