

# Careers



Products for People and the Places They Go®

## Marketing Coordinator

Valencia, CA

Lavi is looking for a passionate, creative, and self-motivated **Marketing Coordinator** with an enthusiastic attitude to work closely with our Sales and Creative Services team.

Lavi Industries' mission is to innovate the customer journey, increase efficiency, and capitalize on ROI-boosting opportunities. We accomplish providing these solutions with our three different segments of products: public guidance, architectural railings, and our Qtrac® virtual queueing system.

You have more than likely been queued by a Lavi Industries product, and we welcome you to join the journey of queuing people and the places they go today!

### Who we are:

Founded in 1979, Lavi Industries is a premiere developer of architectural fixtures and software for guiding people through commercial facilities.

### Why should you join?

Lavi industries was founded on an entrepreneurial spirit. Our continued growth and success is driven by the determination and talent of our team. We recognize that our team is our primary asset, and we believe in providing them with a positive, rewarding work environments. Be a part of a team that pursues excellence with dedication, integrity, and service.

### What's in it for you?

- Work from home opportunity
- Career Development
- Full Comprehensive Benefits Package
- Education Reimbursement – want to advance your career? Lavi will assist with that!
- Employee Referral Program – we believe good people know good people. If you refer a friend and they get hired on, we'll give you \$500!
- Fun Express Benefits – From food to attractions to vacations. Lavi employees receive discounts on all the fun.
- Verizon Wireless – Is Verizon your cellular carrier? As a Lavi employee you get up to 17% discount off anything from billing to accessories.

### Typical day in the life of a Marketing Coordinator:

- Assist marketing and creative services 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

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- Work with creative services to help deliver content that meets client specifications
- Communicate campaign objectives, timelines, and deliverables to sales team, and provide instructions for use or promotion
- Plan and manage meetings, events, conferences, and trade shows
- Establish contacts, develop schedules, assignments, and coordinate mailing lists
- Maintain a directory and inventory of sales support materials
- Ensure all resources are current and accurate
- Coordinate the creation of new materials as needed
- Provide other support as needed

## The Ideal Candidate:

- 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

To apply, send cover letter and resume to [Jobs\\_hr@lavi.com](mailto:Jobs_hr@lavi.com). Please include position on subject line.

*Lavi Industries is committed to the employment and advancement of minorities, females, individuals with disabilities, and veterans. We are an equal opportunity employer and do not discriminate in hiring or employment on the basis of race, color, religion, sex, national origin, ancestry, citizenship status, age, marital status, disability, veteran status, sexual orientation, genetic information or any other characteristic protected by applicable law.*