



Marketing Coordinator

Department: Sales & Marketing

Summary

Tucker-Davis Technologies (TDT) designs, manufactures and sells highly innovative instrumentation and other tools for use in neuroscience research. TDT products are utilized in exciting experiments in university, government and private labs all around the world.

We are seeking an energetic marketing professional to help tell neuroscientists about TDT and our products. This critical role includes the creation of website and email content, social media engagement, tradeshow planning, development of printed brochures and much, much more. Our primary goal is to ensure excellent communication and a professional image is put forth in all marketing efforts.

Essential Duties & Responsibilities

Detailed below are duties and responsibilities of position, other duties may be assigned.

Marketing:

- Generate written content in coordination with engineering, technical support, and sales staff for use in marketing materials.
- Create digital content including product photography, banner graphics, and other digital materials.
- Support lead generation and product sales through the development of promotional materials, including emails, website content and product brochures.
- Develop, execute, and track successful marketing campaigns.
- Design and implement social media strategy over multiple platforms (e.g. LinkedIn, Twitter, etc.) to align with business goals.
- Coordinate with external vendors (e.g. printers) as needed to deliver high quality promotional and exhibition materials.

Tradeshows and Workshops:

- Take responsibility for the planning, management, and implementation of all tradeshows and training workshops.
- Directly coordinate all event logistics with vendors and TDT staff for each tradeshow and workshop.
- Attend tradeshows as needed to facilitate exhibit setup and breakdown and to ensure the best positioning and presentation of TDT's products.
- Manage the internal inventory of demonstration equipment and exhibition materials.

Travel Support:

- Support sales team by managing a travel calendar and assisting with travel logistics.



Qualifications

To perform this job successfully an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Proven aptitude for creative thinking with acute attention to detail within demanding deadlines
- Excellent writing skills with the ability to effectively communicate technical concepts
- Familiarity with content management systems (e.g. Wordpress), Google analytics, and SEO preferred
- Experience with graphics programs such as Adobe Creative Suite preferred.
- High degree of computer literacy and proficiency in Microsoft Office suite required.
- Ability to travel nationally and internationally.
- Must be able to physically lift and move boxes up to 50 lbs.

Education and/or Experience

Bachelor's degree in Marketing, Communications or related field required; minimum of two years of experience in marketing and event coordination.

Certificates, Licenses, Registrations

Valid driver's license and passport.

Work Environment

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. TDT is a nonsmoking environment.

To apply, please email a cover letter and a copy of your resume or to hr@tdt.com and include the "Marketing Coordinator" job title in your cover letter.