



TRINDGROUP seeks an energetic, organized and detail-oriented Marketing or Public Relations Coordinator to join our creative team. The Marketing Coordinator reports to the VP of Operations and Senior Account Specialists as well as works collaboratively with the entire team. This position is ideal for a practitioner looking to excel in a creative environment. TRINDGROUP specializes in the helping B2B organizations with our primary clients operating in the marine, ag/aquaculture, energy (oil & gas), engineering, wastewater and industrial manufacturing segments.

This is a full-time position based in our Auburn, Alabama office. The position requires interaction with TRINDGROUP clients, so strong communication, customer service skills and ability to travel occasionally are a must.

TRINDGROUP offers:

- Competitive Salary
- Employee Health Benefits
- Paid Time Off
- Opportunities for Business Travel and Personal Development

Candidate must work well in a team environment, excel under pressure, handle multiple projects and assist various departments within the organization. If you are looking to join a fast-paced, growing creative team, we encourage you to apply. For consideration, please submit cover letter and resume to Kelli Hartsock, kelli.hartsock@trindgroup.com.

Requirements

- Bachelor's Degree in Marketing, Public Relations, Communication, Journalism, Advertising or related field
- Experience: 1+ years of industry experience preferred
- Recent graduates are welcome to apply
- Classification: Exempt, full-time

Overall Duties

- Creates and implements marketing campaigns that meet the strategic goals of clients.
- Analyzes and tracks data and website traffic, plans meetings and trade shows, maintains databases, and prepares reports.
- Researches competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising; maintaining several databases.
- Coordinates and/or creates marketing materials across multiple channels with a focus on digital.

- Updates job knowledge by participating in educational opportunities and reading trade publications.
- Stays current and up to date on social media platforms.

Duties include, but are not limited to

- Strategizing with team and meeting with clients
- Managing social media (LinkedIn, Facebook, Twitter, Instagram, Pinterest, etc.) for clients
- Search engine optimization
- Assisting business development and promoting internal teams

Required Skills

- Strong writing and organizational skills
- Ability to handle multiple projects in a fast-paced environment
- Knowledge of AP style
- Strong communication and interpersonal skills
- Knowledge of basic social media platforms (LinkedIn, Facebook, Twitter, Instagram, Pinterest, Vimeo, YouTube, etc.)
- Proficiency in Microsoft Office
- Self-starter, energetic and professional
- Ability to problem solve
- Team player and ability to contribute to overall success of organization