# POSITION DESCRIPTION

Position Title: Marketing Coordinator Department: Marketing

Reports To: Chief Commercial Officer Supervises: None

Employment Type: Full-Time Classification: Salary + Annual Bonus

Location: Orlando, FL area / region

Description completed date: June 5, 2025

# Position Purpose

The USI Marketing Coordinator will serve as an executional driver of USI's marketing campaigns, events, digital platforms, and marketing operations. This role will provide tactical support for the sales and marketing teams through effective campaign execution, event support, HubSpot operations, vendor coordination, and channel scheduling and publishing.

# Major Responsibilities and Duties

**Trade Show and Event Planning / Management**

* Plan, organize, and support the execution of conferences, trade shows, and other field regional events.
* Manage event logistics, including vendor coordination, shipping, and on-site execution.
* Anticipate event needs and proactively address potential challenges.
* Maintain meticulous records of event budgets, contracts, and communications.
* Collaborate with sales and marketing teams to ensure seamless execution and lead-capture results.
* Build and deploy event specific marketing emails and nurture sequences in HubSpot.
* Compile post-event reports with recommendations on whether to attend future shows/events based on event results and ROI.

**Marketing Campaigns, Content and Digital Coordination:**

* Build and deploy marketing emails, newsletters, and nurture workflows within HubSpot.
* Manage campaign lists, segmentation, tagging, and lead capture processes.
* Schedule and publish content across LinkedIn, Meta, YouTube, and blog platforms.
* Coordinate collateral distribution and content publishing across digital channels.
* Create and manage a monthly content calendar tied to key metrics to optimize performance.

**Marketing Systems & Vendor Coordination:**

* Manage ongoing HubSpot CRM maintenance, list hygiene, and troubleshooting.
* Serve as point-of-contact for platform issues, coordinating with external vendors as needed.
* Coordinate project deliverables and asset reviews from design and content contractors.

**General Administrative, Sales Support & Marketing Ops**:

* Provide support for the sales and customer success teams including creating reference sheets, guides, tools and other materials that help improve sales performance.
* Manage name badges, business cards, swag ordering, and marketing inventory oversight.
* Coordinate collateral printing and distribution requests from internal stakeholders.
* Maintain internal asset libraries and file organization within Hubspot and Sharepoint.
* Manage and prioritize internal marketing requests from key stakeholders, setting clear expectations and adhering to deadlines.

Success Metrics and KPI’s:

* Execution and on-time delivery of marketing campaigns, emails, and content across digital platforms.
* Accuracy and maintenance of HubSpot CRM data, workflows, and campaign tagging.
* On-time trade show logistics execution and post-show lead capture processes while staying on budget.
* Timely coordination and delivery of external vendor assets.
* Effective management of collateral inventory, swag, and event materials while staying on budget.
* Internal team and vendor coordination efficiency.

Qualifications

* 4-year college degree in Marketing, Event Management, Communications or Business Administration, or equivalent work experience.
* 3+ years experience in digital marketing or marketing operations.
* Hands-on experience with CRM & marketing automation platforms (HubSpot strongly preferred).
* Strong organizational and project management skills.
* Experience supporting live events or trade shows is strongly preferred.
* Experience with Canva, Adobe, or other design tools a plus.
* Collaborative team player with excellent communication skills and a positive attitude who loves to contribute, grow, and make an impact!

Physical Requirements/Work Environment

* Job responsibilities require remote work.
* Work environment will make heavy use of technology & software designed to increase productivity of marketing, sales and operational support.
* Must be able to hear well and speak clearly to allow efficient phone and virtual communications.
* Must be able to travel upon reasonable notice to numerous domestic locations.

### Intent and Function of Position Descriptions

## Position descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified employees are selected. They are also essential to an effective appraisal system and related promotion, transfer, layoff, and termination decisions. Well-constructed position descriptions are an integral part of an effective compensation system.

*All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded. Requirements, skills, and abilities included have been determined to be the minimal standards required to successfully perform the position. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all-inclusive. Additional functions and requirements may be assigned by supervisors as deemed appropriate.*

*Position descriptions are not intended as and do not create employment contracts. The organization maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.*