

## **Job Description –Marketing Coordinator**

### **Duties of this Position:**

Oversee all Advertising / Marketing efforts. Work with the Marketing Director, Auction Coordinators, IT/Web Design, Sellers, Vendors and Designers to insure effective promotions. Create and place all ads while maintaining marketing budgets for each auction. Gain a deep understanding of what works and why it works in the auction business. Always be looking for new ideas and using new technology to help improve the business.

### **Experience / Abilities Required:**

Advanced experience with Microsoft Office, Photoshop, Illustrator, Corel Draw and other design/photo editing software is required. Candidates should have experience in producing professional print, radio, and television advertisements/marketing materials, buying/negotiating media space, as well as managing printing of marketing materials and seeing that they are mailed properly.

### **Responsibilities**

- **Customer Service.**  
Everyone in the company is in charge of quality customer care whether it is having a smile in your voice on the phone or going the extra step in person.
- **Planning.**  
When the auction is booked meet with Auction Coordinator as soon as possible to get details about auction.  
Help create an Ad Investment based on the merchandise being sold, previous auctions, & seller requests  
Help create a target market list of potential buyers.
- **Implementing / Placing of Advertisements**  
Create calendars with details about advertisements and run time.  
Maintain a current contact list of advertisers.  
Get to know who has the best deals on what type of products.  
Negotiate better rates and look for ways to save money for benefit of clients / company.  
Learn the boundaries of each company and the way they can help us.
- **Work with Designer / Ad agency**  
Collaborate with Steele & Associates (marketing agency) to create new marketing designs.  
Work with previously used marketing materials, when possible, and update for new auctions.  
Oversee adding pictures and content to current ad designs.  
Have people proofread marketing materials for errors.
- **Creation of Advertisements / Marketing Materials**  
Utilize Adobe Photoshop, Illustrator, or MS Office programs to produce high quality advertisements for media such as Newspaper, Magazines, Television, and Radio  
Similar design programs will also be used to create promotional brochures, postcards, & fliers for auctions, events, & self promotion.
- **Pictures**  
Pictures come from a variety of sources and at different times in the process.  
Sort through pictures to make sure we are using the best ones in the promotions.

Take pictures as necessary of merchandise. Make sure items are setup and cleaned properly when picture is to be used in marketing materials.

- **Communication with Director, Coordinators and Seller**

The nature of the auction business is to always have new items coming in, inventory changing, adding and deleting merchandise, which in turn can change marketing.

As time permits, give ad copies to Director and Coordinator for approval. Give as much time before ad needs to go in as possible.

Ask lots of questions to help in training and for better communication.

- **Follow up / Ensure ads ran correctly**

Whenever possible check advertisements for accuracy.

Negotiate any discounts possible, free ads or reruns.

- **Tracking Advertising / Organizing Receipts**

Work with Vendors to get accurate accountings.

Gather and keep receipts to supply to sellers and accounting department.

- **Promotional Material Printing & Mail outs**

Work with printing companies & mail houses (local & non-local) to ensure that all auction day promotional materials are printed and mailed properly.

Occasionally work on in-house mail outs.

Gather and maintain current customer lists and product specific mailing lists.

- **Self Promotional**

Help design and implement materials that will promote our services.

Work with staff to get ideas to better promote our services.

- **Press Releases**

Implement as many free press releases as possible with as many ad sources as possible.

Create quality relationships with people who are in charge of Press Releases.

Use Newspapers all over Southeast Idaho, Television Stations, Associations, Chamber of Commerce to promote the Auction Method and Prime Time Auctions.

- **Seller Appreciation/Special Promotions**

Implement plans to keep in touch with and show appreciation to our sellers.

Help as needed with special auction day promotions.

Help as needed in ordering auction clothing and any special client gifts.

- **Survey Customers and Clients**

Get feedback from a variety of sources to understand what is working and what is not.

Be aware of what customers say and do.

Talk to staff about what they have been hearing and ideas to do or not do.

- **Signs – Oversee Signage**

Oversee the information and changing of outdoor sign.

Help create effective tracking of onsite signs.

Help order new signs of all types like: Directional, Pointers, Traffic Control, On site, Off site.

- **Measure / Ideas how to measure our progress?**

Quality marketing will reflect on gross sales. Help increase the gross sales of each auction by 10%.

Bring in more qualified buyers. Look to similar auctions of similar value and quantities of items to increase attendance by 10% at these auctions.

Awards – Send in information to IAPA and NAA Competitions and win more than before.

- **Customer Service.**

Everyone in the company is in charge of quality customer care whether it is having a smile in your voice on the phone or going the extra step in person.

- **Vision for Marketing and the future of Auctions**

- **As necessary coordinate with others and hire temporary help to complete the above duties.**

- **Auction Day**

Cashier / Clerk / Drive Cars / Parking / Security / Customer Service / Pictures / Etc

Learn as many aspects of auction day as comfortable with.

**Disclaimer:** Although Company has attempted to accurately and thoroughly describe this position; it is not intended to be an exhaustive listing of the duties that may be performed. Company reserves the right to change, add to, or subtract from the duties outlined, at any time, with or without advance notice.