



Marketing Coordinator

Full-time, Collierville, TN

FBSciences is a global leader in the innovation and commercialization of naturally derived plant health technologies, including biostimulants, biopesticides, and crop nutrition solutions. We have a world-class team in research, science, production engineering, product development, sales, marketing, and management. We are growing and recruiting for a Marketing Coordinator.

Role & Responsibilities:

- Support the marketing team in the implementation of the company's brand strategy
- Ensure all marketing efforts serve to achieve immediate and long-term business goals, identifying and executing improvements for content and processes
- Continually seek and research new sources of prospective customer data, and provide recommendations to sales and marketing leadership
- Plan and manage meetings, events, conferences, and trade shows by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignments, and coordinating mailing lists
- Maintain an inventory and directory of sales support materials making sure all resources are accurate and current while coordinating new material with the design team
- Field requests from other departments, prioritize, and see-through to completion
- Develop original copy for website content, direct marketing, and print
- Work in email and website platforms to distribute and update information
- Manage and implement email calendar
- Identify and negotiate speaking engagements at conferences and trade shows
- Create and maintain templates and blue prints for project management
- Create and maintain PowerPoint presentations for meetings and conferences

Skills & Experience:

- Time management skills
- Organizational skills with excellent attention to detail
- Critical thinking skills to solving problems as they arise
- Ability to multitask and track multiple projects
- Coordinate cross-functional efforts between teams
- Project management skills
- Self-starter who takes initiative

Qualifications

- Bachelor's degree in marketing, advertising, or communications
- Past work experience as a marketing coordinator or similar role
- Knowledge of traditional and digital marketing, content marketing
- Excellent writing, communication, and presentation skills
- Minimum years of experience 2-4

Proficient with:

- Microsoft Office Suite, particularly PowerPoint and Excel
- HubSpot CRM
- Wrike or similar project management program

Bonus Skills:

- Administration of WordPress
- InDesign, Photoshop

Benefits:

Competitive salary and bonus structure factoring in experience and qualifications. This position offers a complete benefits package, including health and dental insurance, and possible stock options.

Interested candidates should respond with a cover letter and resume to careers@fbsciences.com.