



## **SALES AND MARKETING COORDINATOR**

### **WHY WORK WITH EDULOG?**

As an employee at EDULOG you will have the opportunity to gain invaluable experience in the software industry while helping improve the student transportation system through our leading-edge technology nationally and internationally. EDULOG is a great company to expand on your existing knowledge and provides you with opportunities to grow professionally and move interdepartmentally as your skills develop. EDULOG is a collaborative and creative atmosphere where employee ideas are encouraged and appreciated.

### **SUMMARY & OBJECTIVE**

EDULOG is looking for a Sales and Marketing Coordinator with the primary responsibility of generating and tracking sales leads, running marketing campaigns, and managing EDULOG's trade show planning for 30+ trade shows per year. You will work closely with the business development team but will also fulfill the needs of other departments to create cohesive, compelling visuals across departments. You will create and apply a consistent brand image for use in a wide array of marketing and presentation materials.

Our ideal candidate has effective communication skills, be able to perform well under pressure with tight deadlines and be detail-oriented.

### **PRIMARY DUTIES & RESPONSIBILITIES**

- Generate and track sales leads.
- Assist in running marketing campaigns.
- Manage trade show planning and attendance for 30+ trade shows per year.
- Keep EDULOG's knowledge base up to date.
- Assist in creating PowerPoints for client presentations.
- Update current and potential client information in our CRM.
- Perform market research and gather information to help guide our content creation based upon what is happening in our market.

### **OTHER DUTIES & RESPONSIBILITIES**

- Assist in the creation and design of promotional materials. This includes postcards, folders, flyers, social media, and icons and images for the website.
- Assist in creating content for our various media channels. This means copywriting, video work utilizing PowToons, graphic design, surveys, web design; or some combination thereof.

**Smarter Transportation.**

Education Logistics, Inc. | 3000 Palmer Street | Missoula, MT 59808 | [www.edulog.com](http://www.edulog.com)

Education Logistics, Inc. is an equal opportunity employer.



## SKILLS & QUALIFICATIONS

- We're looking for someone who isn't afraid to ask questions but is also be able to creatively solve problems independently.
- Is able to manage and adhere to project schedules to meet deadlines.
- Can communicate effectively, work well under pressure and meet tight deadlines.
- Can reprioritize and switch gears quickly as projects may come up with short notice.
- Eagerness to learn about the industry and perform self-guided research as needed.
- Experience with the following programs: Adobe Creative Suite, MS Office, PowToons, PowerPoint, MS Office, Microsoft CRM, Twitter, Facebook, and Instagram.

**TO APPLY:** Please visit our website at <https://www.edulog.com/employment/> to fill out an application and submit a cover letter, resume, samples of your work and/or your marketing portfolio.

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