

## JOB DESCRIPTION

**Position:** Marketing & Business Development Coordinator

**Department:** Marketing

**Reports To:** Director of Marketing

**Status:** Salaried

**Level:** Exempt

### **POSITION SUMMARY:**

The Marketing & Business Development Coordinator position will be split into three (3) components, including Marketing, Business Development and Contract management. The components are all directly related to facilitate the tracking of potential and current customers through the Biocoat sales process. This hands-on position will play a key role in the identification, tracking, and management of Biocoat's valued customers.

### **MARKETING RESPONSIBILITIES:**

- Assist the Marketing Director in the development of a complete marketing plan to support the organization
- Work as a key member of the Marketing team to coordinate, update and manage all outbound marketing activities
- Assist with the development of corporate presentations to ensure a consistent messaging platform is being implemented throughout the organization
- Research, write, and design thought-leadership materials designed to increase inbound customer requests
- Coordinate with the entire organization to ensure that approved marketing design and standards are being met
- Manage ongoing communications programs to ensure actionable content creation, timely delivery and ensure all KPI's are being tracked and reviewed for future improvements
- Support the planning and execution of all trade show activities
- Act as an in-house expert in the use of Salesforce.com for all customer tracking activities

### **BUSINESS DEVELOPMENT RESPONSIBILITIES:**

- Complete management and tracking of the Biocoat sales funnel to ensure all client requests are being met on time, ensuring accurate reports are being generated, and confirming adherence to data management rules are being followed
- Assist with the scheduling of client meetings, presentations, and meeting preparation
- Assist with the development of client presentations to support the sales process
- Participate in market research programs to support new and existing client relationships and to develop patterns for future outreach materials

### **CONTRACT RESPONSIBILITIES:**

- Maintain ownership of all executed NDA's, contracts, and legal files to ensure all correspondence, changes/deviations, amendments, clarifications, payment schedules in a manner that is able to be archived and retrieved for audits and cross departmental usage
- Manage contracts edited by customers through contract negotiation
- Coordinate actions with internal teams to provide feedback on contract edits in a timely manner

- Work on a variety of contract types, including but not limited to Non-disclosure Agreements, Service Level Agreements and Master Services Agreements
- Establish and maintain a Master Contract/Grant file system
- Serve as liaison between Sales, Marketing, Quality, Finance, Legal and other internal departments to execute the contracting process
- Review contracts and agreements for conformity to contract requirements and evaluate for alignment with the product offerings
- Identify opportunities and create efficiencies to improve the contract administration process
- Maintain a list of all customer contracts with a summary of key components
- Perform other contract-related tasks as assigned

#### **QUALIFICATIONS & REQUIREMENTS:**

- Bachelor's degree, (Business Administration or Marketing strongly preferred) and 2 years related experience
- Strong relationship building skills to work with key internal and external stakeholders
- Excellent written and verbal communication skills
- Advanced proficiency in all Microsoft products is a strict requirement. Special consideration will be given to individuals with proven hands-on experience in Salesforce.com, WordPress, Mailchimp, and Hubspot
- Ability to travel overnight to out of town and out of country destinations up to 25% of time.

#### **KNOWLEDGE, SKILLS & ABILITIES**

- Ability to work in a fast-paced environment and spot errors or inconsistencies
- Ability to prioritize multiple tasks with a strong sense of urgency, while delivering work within firm deadlines.
- Proven problem-solving skills, judgment and the ability succeed in a growing, fluid environment
- Ability to multi-task, organize and drive results within defined time frames
- Excellent organization, documentation and follow-up with attention to detail skills
- Ability to work cross-functionally, effectively communicating with Clients, Sales, Marketing, Finance and Quality
- Excellent written and verbal communication skills
- Ability to work independently
- Commitment to high quality deliverables

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

#### **Physical Requirements**

Physical Demands: stooping, turning, bending, squatting, kneeling and the ability to lift up to 50 pounds; constant/repetitive standing; requires normal, correctable vision and hearing, and the ability to accurately discern color as necessary to perform job functions.

#### **Working Conditions**

Exposure to hazardous chemicals and must wear required personal protective equipment while demonstrating safe working practices.

**Disclaimer**

This job description is not intended to be construed as an exhaustive list of responsibilities, duties, or skills required for the position. This position may be changed or assume additional duties at any time. The employee may be requested to perform different or additional duties as assigned.