



Sales and Marketing Coordinator

Role Overview

Fluid Conservation Systems is the North American industry leader in water network monitoring solutions. We are hiring a Sales and Marketing Coordinator to join our team. If you're a passionate self-starter, Fluid Conservation Systems is a perfect place to grow your career.

Key Responsibilities

- Sales Administrator; data entry and communication with sales personnel and distributor network
- Manage all demo equipment for sales team, keep inventory and track customer and distributor use, process appropriate forms and keep demo spreadsheet up to date
- Play a key role in sales; work with Business Development Manager to provide customer support and quotes for sales team and distributors
- Manage Company CRM
- Collaborate with Business Development Manager and sales team to develop and execute marketing strategy and annual marketing plans
- Develop, implement, and track marketing programs such as email, social media, digital campaigns, and events
- Analyze and report on the performance and efficiency of campaigns
- Develop and execute annual tradeshow schedule and individual event plans
- Place advertisements in magazines relevant to our products. Communicate with publishers to get estimates working within budgetary limits to advertise our products in several water industry magazines
- Work with HWM to design brochures and datasheets, assist in Americanizing printed materials
- Plan tradeshows, order giveaways, handle equipment management for shows. Handle ordering new displays

Educational and Workforce Experience Required

- Bachelor's degree in business administration, marketing, communications or a related field

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Required Competencies

- Strong written and verbal communication skills
- Strong prioritization, organization, and project management skills
- Ability to travel as necessary; less than 20% overall