



Marketing Coordinator

SITECH South, located in Smyrna, GA, has an immediate opening for a Marketing Coordinator. Reporting to the General Manager, the Marketing Coordinator will assist in developing and implementing an annual marketing plan that will promote SITECH South's initiatives to existing and potential customers in the Civil Engineering and Construction (CEC) industries. The Marketing Coordinator will also bring creative ideas on how to implement a community outreach event for charitable causes.

Responsibilities

- Assist in the development of an annual Marketing Plan with General Manger, including a strategy for digital media marketing
- Educate the CEC industries on the current solutions offered by our organization
- Develop customer success stories highlighting the technology solutions we provide
- Working with the General Manger to effectively manage social networking platforms
- Maintain company's website with WordPress
- May be asked to represent company at various local events
- Perform other related efforts as needed

Qualifications

- Bachelors degree, preferably in marketing or communications
- Excellent writing/editing and verbal communication skills
- Relationship builder with the flexibility and finesse to work with multiple professional levels
- Sincere commitment to work collaboratively with team members and strategic partners
- Self-starter, able to work independently, who enjoys creating and implementing new initiatives
- Working knowledge and experience with MS Office Suite software

About SITECH South

Headquartered in Smyrna, GA, SITECH South LLC, an Equal Opportunity Employer, is the leader in providing easy-to-use, comprehensive Trimble construction technology solutions for contractors of all sizes in Georgia, Alabama and portions of Florida, North and South. From Trimble machine control systems, to site positioning and software solutions, SITECH provides the support, service, expertise, and experience to increase customer productivity and maximize their return on investment through advanced worksite solutions.