

TITLE: Administrative Assistant & Marketing Coordinator

LOCATION: Smyrna, Georgia – Greater Atlanta Metro area.

PRIMARY FUNCTIONS:

Two Purpose Objectives: a. Company Administration, b. Marketing Administration – create and support marketing activities and office activities as designated by the President.

DIMENSIONS:

ESSENTIAL DUTIES:

- Administrative:
 1. Answer Phones using superior phone etiquette.
 2. Customer interaction in person, electronically and by phone.
 3. Data entry for sales functions and marketing collateral.
 4. Maintain and organize office supplies.
 5. Responsible for office equipment including phone system and office machines.
 6. Plan and execute collateral and support logistics for company events, seminars, exhibitions, trade shows and training.
- Marketing
 1. Create Marketing Collateral for print, email and social media.
 2. Be central contact with Trimble MARCOM.
 3. Manage CMD leads program: extract, distribute, maintain.
 4. Administrate company CRM system.
 5. Manage customer inquiries generated from CRM, vendors, website and social media.
 6. Orders, organizes and maintains company branded\logo apparel
 7. Participate in team projects.

MINIMUM REQUIREMENTS:

Education:

- Associates degree or equivalent experience. Accredited college hours or degree a plus.

Work Experience:

- Minimum of 1-2 years in office administration.
- Salesforce CRM experience preferred
- Experience in construction, surveying and/or engineering industries preferred.
- Intermediate level - MS Office, CRM and business software.

Experience/Skill Requirements:

- Excellent written and verbal communication skills are essential.
- Strong Communication Skills – able to present Self and Company professionally and effectively to customers via telephone, in writing and especially face-to-face.

- Strong Organizational and time management skills
- Able to work individually as well as part of a team.
- Able to meet multiple project deadlines and demonstrate good attention to detail.
- Be Versed in MS Office Software applications (Word, Outlook, Excel, CRM software).
- Able to demonstrate knowledge of marketing principles.
- Have dependable transportation.

Physical:

Must pass a pre-employment drug screen

Must be able to lift 25 lbs.

Dress code – business casual appropriate (no T-shirts, Flip Flops, etc.)

This job description is not intended to be all-inclusive. Your supervisor may request and assign you similar duties.