

JOB DESCRIPTION

Job Title: Marketing Coordinator
Department: Marketing
Reports To: Sales & Marketing Manager
FLSA Status: Non-exempt

Position Summary: The Marketing Coordinator will facilitate the sourcing and production of sales-marketing content from press releases to email blasts and blog posts; video scripts and webinar outlines; promotional fliers and decks; infographics and email templates; social media posts and talking points; to application and form language and more. Primary Coordination activities involve Co-Marketing Campaigns with Payscout Integrated Software Vendors. All content created under the coordination of this role will be campaign-driven and tied directly to revenue-generating initiatives, in support of both our direct and agent sales channels. Experience in payment processing, merchant services, and/or financial technology preferred. In addition to demonstrating the company's cultural attributes through all internal and external interactions, this individual is responsible for guiding the development and implementation of the company's ongoing strategic messaging, public relations, content initiatives. In order to build awareness, and cultivate a widely known thought leading presence amongst industry peers, strategic partners and customers, the Marketing Coordinator will deploy best practice media training, internal/external communications, public relations, and promotional messaging tactics, each aligned with the company's core vision, mission, cultural attributes and belief standards.

Essential Duties and Responsibilities: To perform this job successfully, an individual must be able to perform the following satisfactorily; other duties may be assigned. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Administers information sourcing and content development for Payscout's public-facing written communications and tactical placement into various mediums, such as press releases, statements, talking points, speeches, websites, blogs, social media profiles/posts, op-eds, letters to editors, sales and promotional collateral, white papers, case studies, newsletters, and other external communications channels as defined.
- Works collaboratively with colleagues and management to facilitate, guide and define Payscout's corporate messaging strategies and key brand/sales messaging, ensuring it is constantly in alignment with the Payscout vision, mission, cultural attributes, and belief statements.
- Assists in the development and ongoing implementation of strategic social media tactics for all relevant platforms and global regions.



- Collaborates with partners to develop successful communication strategies for promoting co-branded products and services.
- Develops and implements a successful reputation management program, including ongoing review/testimonial tactics and the implementation of customer/partner surveys.
- Executes information sourcing and content development for newsletters, training resources, and other internal communications channels as defined.
- Develops, proposes and implements strategic content work plans for developing PayScout's online presence (website, blog, social media) and the creation of specialized promotional and publicity campaigns using email marketing, multi-media, graphics/infographics, and other creative media outlets.
- Provides key input and content development for new and/or recurring website projects.

Competencies: To perform the job successfully, an individual should demonstrate the following.

- **Analytical** - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs work flows and procedures
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions; demonstrates group presentation skills; participates in meetings.
- **Written Communication** - Writes clearly and informatively; edits work for spelling and grammar; varies writing style to meet needs; presents numerical data effectively; able to read and interpret written information.
- **Quality Management** - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness
- **Strategic Thinking** - Develops strategies to achieve organizational goals; Understands organization's strengths and weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions
- **Innovation** - Displays original thinking and creativity; meets challenges with resourcefulness; generates suggestions for improving work; develops innovative approaches and ideas; presents ideas and information in a manner that gets others' attention.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience:

- Bachelor's degree (B. A.) from four-year college or university; or one to two years related experience and/or training; or equivalent combination of education and experience.
- Experience in payment processing, merchant services, and/or financial technology preferred.

Language Ability:

- Ability to read, analyze, and interpret the most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write speeches and articles using original or innovative techniques or style. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and/or boards of directors.

Math Ability:

- Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry

Reasoning Ability:

- Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

Computer Skills: Word processing, Internet software, spreadsheets, e-mail

Certifications or Licenses: None

Supervisory Responsibilities: This job has no supervisory responsibilities.

Physical Demands: The physical demands described here 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 functions.

While performing the duties of this job, the employee is frequently required to stand and walk. The employee is occasionally required to talk or hear. The employee must be able to occasionally lift and/or move up to 10 pounds. Specific vision requirements include close vision.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals



with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

ACKNOWLEDGED: Supervisor / Manager Signature **Date**

ACKNOWLEDGED: Employee Signature **Date**

PRINT: Employee Name

