



# Marketing Coordinator

## **About**

*Westcoat Specialty Coating Systems is the leading innovator and manufacturer of specialty coatings for use by professionals in the design and construction industry.*

*For over 30 years, Westcoat has pioneered new formulas and systems specifically for waterproofing, epoxy, surface and texture coating applications.*

*Westcoat Specialty Coating Systems, our comprehensive four-category line of coating products, take the guesswork out of selecting the best system for each project.*

*Westcoat's proprietary formulas, tested through rigid applications in all environments are made to adhere with long-lasting, durable results.*

*Delivering numerous protective, textured and decorative options, Westcoat is the top choice of industry professionals. Learn more at: [www.westcoat.com](http://www.westcoat.com).*

## **Job description**

This position reports to the Marketing Manager and works as a part of the Marketing team to promote the Westcoat brand digitally and via in-person events. The Marketing Coordinator supports all in person and virtual events from promotion to post-event follow-up.

## **POSITION TITLE**

Marketing Coordinator

## **POSITION SUMMARY**

The ideal candidate will have experience coordinating social media and events for construction or manufacturing. You are genuinely passionate about social media and consider yourself at the forefront by staying current with trends. The thought of putting together an event delights you and you love coordinating the details. You should be a natural creative and love to create bold, engaging, and attention-grabbing content from scratch. You are also good with a “pen” and possess a knack for writing captions, managing content calendars, and engaging with online communities effectively. You are comfortable in new settings and good with people. You are quick on your feet and love capturing the moment.

## **MINIMUM REQUIREMENTS**

Degree in marketing or equivalent experience managing a brand. We are looking for fluency in Instagram and LinkedIn, familiarity with Canva, experience in event coordination and proficiency with Mac computers.

## **BENEFITS & WAGES**

- PTO Accrual Plan
- 401(k) Plan – 4% employer match
- Health, Dental & Vision Insurance – Employer covers 75% of employee
- 7 Paid Holidays
- Yoga Fridays

Wage Range \$25-\$30

## **FLSA & EMPLOYMENT STATUS**

Full Time, Non-Exempt

## **HOW TO APPLY**

Send resume to [michelle.cook@westcoat.com](mailto:michelle.cook@westcoat.com) with the following links:

- social media examples of company profiles you managed
- examples of writing for a company
- example of an event you coordinated

The Company is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.

All applicants are considered for all positions without regard to race, religion, color, sex, gender, sexual orientation, pregnancy, age, national origin, ancestry, physical/mental disability, medical condition, military/veteran status, genetic information, marital status, ethnicity, alienage, or any other protected classification, in accordance with applicable federal, state, and local laws. By completing this application, you are seeking to join a team of hardworking professionals dedicated to consistently delivering outstanding service to our customers and contributing to the financial success of the organization, its clients, and its employees. Equal access to programs, services, and employment is available to all qualified persons. Those applicants requiring accommodation to complete the application and/or interview process should contact a management representative.