



Position Description: Marketing Coordinator (Programs Specialty)

Reports to: Program Manager

Location: St. Joseph, MO – only 35 minutes north of Kansas City, MO

Job Type: Position qualifies for Clipper's hybrid work-from-home model after successfully completing the on-boarding process – equipment will be provided

Clipper Distributing is a rapidly growing animal health pharmaceutical company that specializes in helping manufacturers launch and market products nationwide. Based in St. Joseph, Mo., Clipper prides itself on being an innovative team that produces big results.

Clipper's Marketing Department is adding a Marketing Coordinator to the team. We're looking for someone who thrives on execution and making big ideas a reality. Our fast-paced environment gives you the flexibility to work on multiple projects and the freedom to learn and experiment with new digital concepts.

If you enjoy contributing to a collaborative team dynamic, this job might be for you.

Summary of Responsibilities:

- Work collaboratively with team to promote and launch products to target audiences
- Help build and execute promotional programs to increase sales and customer engagement
- Assist in the creation, development and analysis of various digital assets including social media, email campaigns, video trainings and more
- Experiment with a variety of digital content in a test and learn environment
- Work on multiple projects at once and help ensure on-time delivery
- Track and summarize programs for evaluation
- Utilize data to inform decisions and create engagement
- Communicate programs externally to customers
- Aide in planning and coordination for industry trade shows
- Manage company distribution lists
- Other various duties assigned by Program Manager pertaining to the execution of a project or campaign

Qualifications:

- Bachelor's degree in Marketing, Journalism, Public Relations or other related field
- **-OR-** 2 years of professional experience performing marketing/promotional activities
- Proficiency with Mac OS and Microsoft Office
- Competency with Adobe Creative Suite
- Ability to take creative ownership of a project with minimal direction
- Ability to thrive in a collaborative, fast-paced environment
- Excellent verbal and written communication
- Strong critical thinking and problem-solving skills
- Well organized with meticulous attention to detail

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