

# Vecoplan®

Vecoplan, LLC is in an exciting phase of positioning itself for growth in the North American market. The Marketing Department will be playing a major role in this initial stage of establishing and implementing long-term strategy to support this growth. Therefore, the company is seeking a Marketing Coordinator to serve as an integral player in all marketing department activities. This person will be responsible for his or her own projects combined with general support on both short- and long-term initiatives driven by the department director. This is a salaried position reporting to the Marketing Director.

## **Responsibilities:**

- Create and manage various marketing campaigns to support each sales segment and the Vecoplan brand;
- Manage and execute the company's digital marketing and social media activity while adhering to department's strategy and brand;
- Update company website including but not limited to creating and implementing new content, job postings, new products, events and documents;
- Assist with digital and print advertising insertion deadline management;
- Support the company's participation in conferences and trade shows including but not limited to preparation, presentations, and occasional onsite event management;
- Support Sales to maintain and improve the data integrity of marketing lead lists;
- Track campaign performance and generate performance reports;
- Contribute to department's creativity through new ideas and information based on his or her own research;
- Understand the company's products, customer base and target audiences;
- Track and record departmental purchase orders and costs;
- Heed sense of urgency as projects dictate, working closely with the director to complete projects in a timely fashion;
- Provide administrative and general support to department and its director.

## **Experience and Key Competencies:**

- 3-5 years of marketing or agency experience, preferably in a B2B environment;
- Professional digital marketing experience and in-depth knowledge of social sites and content management programs, including but not limited to:
  - LinkedIn
  - Facebook
  - Instagram
  - YouTube
  - HubSpot
  - Drupel
  - Ecommerce platforms;

- Proven organizational skills with ability to manage multiple projects simultaneously;
- Ability to clearly communicate ideas and concepts to team members and outside agencies;
- Ability to work independently as needed with strong time management and follow-through skills;
- Attention to detail to include excellent grammar, punctuation, formatting;
- Self-confidence, accountability and reliability;
- Competency in Microsoft Office programs;
- Ability to lift and carry up to 30 lbs.;
- Graphics and design software knowledge such as Adobe applications is a plus.

### **Education**

- Bachelor's degree in marketing, business or related field.

### **About Vecoplan**

Vecoplan, LLC is an industrial recycling equipment manufacturer based in Archdale, North Carolina, with a primary product line of large industrial shredders. Vecoplan is a B2B company, selling primarily to manufacturers and recyclers in the plastics, wood, paper and waste markets. It is a subsidiary of Germany-based Vecoplan AG.

Vecoplan offers its employees benefits including paid time off, health/dental/vision insurance, and a 401(k) program.

### **How to Apply**

Please submit your resume and cover letter to [hr.us@vecoplan.com](mailto:hr.us@vecoplan.com).