

## **Advertising & Sales Coordinator**

### **JOB SUMMARY:**

To coordinate sales and merchandising programs that are offered to customers.

### **JOB TYPE:**

Position could be appropriate for a part-time role, paid internship or full-time opportunity.



### **POSSIBLE FUNCTIONS:**

1. Advertising coordination: Coordinates weekly sales programs and special promotions for customers based on merchandise purchased.
2. Sales coordination: Maintains weekly records documenting all communication affecting sales programs and special promotional events.
4. Proof of performance: Makes copies of weekly ads, covering all the company's markets and events, and maintains in file for future reference.
5. Reports: Prepares reports and documents to measure results and advise on various sales and promotional results.
6. Samples: Provides samples for advertising department and maintains sample room stock.
7. Maintains contact with vendors and brokers concerning customer response, manufacturers' promotional programs, and general scope of market conditions.

### **SUGGESTED EDUCATION, EXPERIENCE, AND SKILLS:**

1. Education: Two or four year Marketing or Business Administration degree program or equivalent
2. Skills: Ingenuity and creativity and the ability to communicate effectively