

**Job Description**  
**Marketing Communications Coordinator**

Type of Job – Full Time – Salaried Exempt  
Location – Swanzey, New Hampshire

**Job Summary**

This position reports to the VP of Sales and Marketing and is principally responsible for marketing communications, producing promotional materials across a broad spectrum of mediums and analyzing sales data. The ideal candidate will solicit both direct and indirect customer input to interpret buying behaviors and suggest creative initiatives to increase brand awareness.

**Core Responsibilities/Duties**

- Coordinate marketing and communication programs to drive growth and increase product usage.
- Build brand awareness of the company, its products and capabilities through various marketing initiatives.
- Develop digital strategies, programs and tools in line with organization’s branding and sales objectives.
- Develop customer experience strategies, programs and tools in line with organization’s business strategy and objectives.
- Develop content strategies, programs and tools in line with the organization’s marketing framework and objectives.
- Ensure marketing efforts achieve the Company’s immediate and long-term business goals.
- Organize promotional and launch activities for new products/services.
- Coordinate and participate in creative and technical writing for a variety of marketing projects.
- Oversee the production of print materials such as brochures, technical sales documents, etc.
- Interface with Management to document and coordinate conference and trade-show participation, both domestic and international, as appropriate.
- Coordinate the bi-annual Company sales meeting.
- Reformat and continuously improve Company website content and appearance - with a view of improving our digital footprint, while concurrently developing and maintaining a company Social Media strategy.
- Develop a cohesive Applications library to promote the uses of the company’s technology.
- Perform other related duties as assigned in accordance with overall job responsibilities.

**Education and Experience**

- Experience in marketing within the machine tool or high-technology industry is preferred.
- A bachelor’s degree in communications or marketing and/or equivalent experience in marketing is required.
- Solid computer and/or software skills related to marketing communications activities.
- Excellent organizational, communication and presentation skills.
- Knowledge of traditional and digital marketing tools.

## **Competencies/Abilities**

- Excellent communication skills and a passion for marketing is required.
- Articulate and self-motivated.
- Creativity in both graphical and written form, with strong attention to detail.

To apply for this position, please send your resume to: [careers@nanotechsys.com](mailto:careers@nanotechsys.com)