

## **Marketing Communications Coordinator**

### **Position Description**

Job Location	Lake Oswego, OR
Position Status	Full-time
Education	Bachelor's degree preferred

### **Position Purpose:**

With a brand and customer centric orientation, the individual in this position provides support to marketing efforts through a variety of customer facing activities including communications, events, and philanthropy. This individual brings their analytical skills to providing analysis and insights around market, product, and internal trends.

### **Nature and Scope:**

This position reports to the Director of Marketing and is involved in many aspects of the total marketing effort. Projects include marketing communications drafts and documents, company events, trade shows, new product launches, facilitating exposure and reach for the Lightspeed Aviation Foundation, responding to charitable requests and any other projects as needed or duties as assigned. This individual is also responsible for compiling and analyzing market trends, competitive product trends, internal sales trends and other analytical projects as they arise. The Marketing Communications Coordinator contributes to ideas and strategy as part of the marketing team and has a deep understanding of the customer, the unique Lightspeed proposition and brand messaging.

### **Responsibilities:**

#### **Marketing Communications**

- Incorporates brand messaging into projects consistent with the brand guidelines
- Creates written marcom materials and maintain a content calendar for upcoming campaigns, to keep customers engaged.
- Collaborates with the rest of the department to contribute and solicit ideas for sales and marketing initiatives
- Coordinate advertising placement with partner publications for campaigns, promotions, and product launches.

#### **Philanthropic liaison**

- Evaluates requests for donations and makes recommendations on action and within budget
- Drives engagement and web traffic with recipients of Lightspeed charitable effort
- Is the brand liaison with the Lightspeed Aviation Foundation

### **Event organization**

- Plans and leads event activity including budgets, schedules, objectives and goals, messaging, scheduling, and logistics
- Manages the internal and external resources to complete projects on time and on budget
- Leads other customer-centric projects as needed (retail display construction, market research, industry/partner events, focus groups, and the like)

### **Analytics and document organization**

- Maintains the marketing repository of trade show recap reports, promotion analyses, competitive data, etc.
- Reports on market trends with input from the sales team and secondary sources
- Generates regular sales and marketing reports and scorecards
- Creates specific project related analyses, including ROI reporting
- Create and maintain analysis of customer feedback surveys for trending reports

### **Qualifications:**

#### **Required:**

- Almost-obsessive attention to detail and a high level of organization
- Ability to successfully manage multiple projects with concurrent deadlines simultaneously
- 2-3 years of relevant experience in a consumer product company
- Insatiable desire to learn and try new things
- Strong verbal and written communication skills
- Excellent analytical and negotiation skills
- Customer oriented
- Ability to collaborate with a creative work team
- Competitive and goal oriented
- Positive attitude, high energy level and passion for success
- Experience with WordPress and HubSpot marketing automation

**Preferred:**

- Bachelor's degree in, Marketing, Communications, Business, Economics or related field or equivalent experience preferred
- International experience a plus
- Passionate and knowledgeable about the recreational aviation, military, outdoor, or automotive industries

**About Lightspeed Aviation**

Entrepreneurial and customer-obsessed, Lightspeed has become a leader in the field of wearable technology for pilots by operating with a simple strategy: know your customer well and remain committed to relentless product evolution that expands performance to the edge of technological possibilities. This approach allowed Lightspeed to enter the aviation headset market already the innovation leader and allows us to set the standard for what is possible in the categories in which we compete. It's also a big part of why Lightspeed enjoys tremendous brand loyalty and is a company respected around the globe for its expertise and integrity.