



**JOB DESCRIPTION**  
**TRADE SHOW COORDINATOR AND MARKETING ASSISTANT**

**GENERAL SUMMARY**

Coordinate and schedule trade shows, trade show logistics and assist with Marketing Department projects.

**PRIMARY JOB FUNCTIONS**

Manage, coordinate and negotiate contracts for the execution of multiple domestic and international trade shows; including all logistics, material and form preparation, outside vendors, travel, accommodations and overall administration.

1. Interface with facility personnel
  - a. Manage vendors (rental property, loaned property, freight forwarders, decorators, electrical, trussing and lighting, etc.)
  - b. Coordinate show management requirements and deadlines for ordering and payment of booth property, drayage, electricity, shipping, etc.
  - c. Manage invoices and purchase orders associated with trade shows in a timely manner.
2. Manage and coordinate all other trade show activities including exhibitor and guest badges, travel, accommodations, transportation and parking arrangements.
3. Facilitate order processing and return procedures for product inventory going to all shows with Sales and Production staff.
4. Coordinate and manage the shipping and receiving of all trade show materials including product inventory, booth properties, rental equipment, graphics, computers, literature and promotional items and track shipment location at all times during transit.
  - a. Maintain a resource database to track in-house inventory of show materials including products, literature, graphics, giveaways, decorating supplies, etc.
5. Schedule pre-show meetings to facilitate management and marketing requirements; then post-show meeting for follow-up assessment.
6. Organize and facilitate show calendar and on-site customer meetings as necessary.
7. Maintain database for documenting show dates, location, booth size, costs, representatives attending, etc.

**SECONDARY JOB FUNCTIONS**

Provides administrative assistance to Sales and Marketing Departments.

**OTHER DUTIES**

Other duties may be assigned as necessary

**QUALIFICATIONS**

Two-year college degree or equivalent experience in Marketing/Sales and event coordination.

**EXPERIENCE**

- One to three years of experience working in a Sales/Marketing capacity handling special events and trade shows or comparable coordination type activity.
- Industry experience must be in a fast-paced environment requiring excellent multi-tasking skills to meet deadlines.
- Two to three years of project management experience.
- Proficiency with MS Office (Word, Excel, PowerPoint) required. Experience with Adobe InDesign, Adobe PhotoShop and other related application software is a plus.



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**SKILLS REQUIRED**

- Excellent project management and organizational skills.
- Excellent written and verbal communication skills.
- Excellent multi-tasking and prioritization skills.
- Ability to work under pressure and meet deadlines.
- Attention to detail and accuracy.
- Good problem-solving skills.
- Ability to maintain positive interpersonal interactions at all levels.
- Excellent customer service skills and ability to proactively work through issues in a timely and efficient manner.
- Ability to make recommendations to management in a timely manner.
- Self-directed and able to work with a moderate level of supervision.
- Ability to be a team player and assist other departments as needed.
- Dependable, reliable, and able to adapt to flexible work hours.

**PHYSICAL DEMANDS**

Ability to sit for extended periods up to 70% of time.

Job requires standing, stooping, kneeling, twisting, walking, reaching with hands and arms, or lifting up to 20 pounds 30% of time.

Ability to work for extended periods in front of a computer screen.

**WORK ENVIRONMENT**

Occasional exposure to glues, epoxy, and isopropyl alcohol in the Production Department.

**Affirmative Action and Equal Opportunity Employer**