



Position: Marketing Coordinator
Department: Marketing
Reports to: Marketing Manager
Post Date: 8/30/22

About the Company

ADG is one of the world's most respected water park and aquatic venue design, construction, and manufacturing firms in the industry offering a comprehensive range of products and services that continue to set the standard throughout our industry. Our commitment to innovation, creativity, and high-quality work is reflected in everything we do, whether that's manufacturing a single component for a wave system or building a complete 20-acre waterpark.

As part of our team, you will have the opportunity to be a part of some of the most dynamic and creative projects taking place in the industry today. While ADG's headquarters is located in Upstate New York, our projects span the globe. And our client list features the best of the best, including Sea World, Six Flags, Wet n' Wild, Dollywood, Marriott, Hyatt, Gaylord Resorts, Hollywood movie productions, and much, much, more.

ADG is a high energy work environment with fast paced deadlines. You are right for our team if you are a proactive problem solver with attention to detail, able to maneuver multiple projects at once and can easily handle multiple and often shifting priorities and get great satisfaction on a job well done!

About the Role

As a **Marketing Coordinator**, you will report to the Marketing Manager, in supporting the communication of the ADG brand and key product lines. This is an entry level position that will coordinate and support various marketing communication efforts, ensuring that the marketing team is performing campaigns, tradeshow, and sales outreach in a creative and effective manner to meet company goals.

Key Responsibilities

- Coordination of email marketing program – create email templates, design campaigns, create email automation series, manage/update contact database, manage delivery program and track and report results.

- Management of website blog and social media posting – research and write content, scheduling out the calendar, regular blog posts, and associated results tracking.
- Managing tradeshow coordination – ordering services, tracking events, seeking out opportunities for press/sales presentations, assisting with travel coordination, shipping, and setting up as needed.
- Support the Marketing Manager with campaign development and planning.
- Supporting sales team with market research, proposal creation, collateral needs, and administrative support.
- Responsible for maintaining marketing collateral stock, merchandise, clothing, and organization of materials.

Qualified candidates should offer the following experiences and skills

- Bachelor's degree in Marketing, Communications, or related field.
- Strong writing and communications skills.
- Excellent time management, organization and priority defining skills.
- Ability to coordinate and manage multiple projects simultaneously.
- Enjoy working on a part of a team.
- Able to meet tight deadlines and work in a fast-paced environment with changing priorities.
- Experience with social media &, email marketing preferred.
- Experience with Microsoft and Adobe software preferred.
- Creative project approach and willingness to learn.
- This is an on-site position that will be based in our headquarters in Cohoes, NY.
- Must be legally eligible to work in the US.

Why ADG?

Our team members are hardworking, dedicated and highly respected within the industries that we serve. Our reputation has been built on delivering creative and innovative solutions with a “whatever it takes” approach to client satisfaction. The foundation of our success has been built upon the talents and integrity of our employees, and we value the contributions of every team member.

As you help build ADG's success, we are committed to helping you build a prosperous and successful future. We offer challenging career opportunities, competitive salaries, and a

comprehensive suite of benefits to promote the health and financial security for you and your family.

Every ADG employee is empowered to act in ways that make each day better, whether that's lending a hand to a colleague or bringing forward a new client solution or process improvement. Individually and collectively, our work achieves results that make a difference — for our clients, our client's customers, and ourselves.

Benefits

- Competitive Paid Time Off
- Company Paid Holidays
- Comprehensive health care insurance plan that covers medical, dental, prescription, and vision.
- Competitive 401(k) program with employer matching contributions
- Daily dress code of "business casual"
- A positive work environment
- And much, much more

If interested in applying for this position, please submit resume & cover letter to:

Julie.kline@aquaticgroup.com