



Position: Marketing Coordinator  
Reports to: National Sales Manager

### Company Overview

Founded in 1984, Aqua-Hot Heating Systems, Inc. is one of the most recognized and trusted brands in the recreational vehicle (RV) industry. We offer premium products that provide RV owners with exceptional comfort while saving fuel, reducing emissions, and adding real value. Aqua-Hot supplies more than 40 original equipment manufacturers in North America, China and Europe.

Aqua-Hot provides great solutions that make our customer's product better.

### Essential Duties and Responsibilities

- Ensuring the sales team is supplied with the necessary collateral materials to enable them to sell products. This includes printed and electronic materials, product training presentations and handouts, relevant technical data, and competitive product and pricing comparisons
- Managing production and control of product support literature and collateral materials including bulletins, brochures, manuals, electronic files, and price lists.
- Organizing marketing materials within SharePoint and CRM
- Creating, managing, and tracking marketing campaigns in CRM
- Coordinating the creation and distribution of communications including, but not limited to: emails, articles, press releases, newsletters, and service announcements.
- Managing the flow of information and communication and disseminating according to plan/strategy
- Managing print and on-line advertising and marketing materials
- Researching media coverage and industry trends
- Planning meetings, events, and trade shows by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing lists
- Developing and updating technical training presentations; managing training class materials
- Creating content, monitoring interaction, and developing ad campaigns on Social Media
- Capturing/editing photographs of service parts; gathering and updating pertinent product information to facilitate online sales
- Devising and evaluating methods and procedures for collecting data
- Collecting and analyzing data on products, markets, and competitors
- Updating job knowledge by participating in educational opportunities and reading trade publications
- Accomplishing company goals by accepting ownership, undertaking new and different tasks, and exploring opportunities to add value
- Participating in cross functional teams



Preferred Education and/or Experience:

Three years of experience in business, public relations, communications, education, or marketing preferred. Strong written and verbal communication skills are required. Be goal oriented, organized, flexible, and creative - often while juggling several projects at once. Ability to learn and understand current marketing trends, social media and multimedia platforms preferred.

Knowledge and Skill Requirements:

- Excellent communication skills (verbal and written)
- Proficiency in MS Office and CRM Applications
- Understand marketing strategy
- Understand creative concept and development
- Direct response marketing beneficial
- Ability to write and deliver reports
- Ability to create and deliver presentations
- Ability to exercise tact and good interpersonal skills
- Time management skills
- Analytical and problem-solving skills
- Ability to be pro-active
- Ability to read, understand and communicate technical documentation
- Be a self-starter, a highly motivated person

Our Benefit Package Includes

- Medical
- Dental
- Vision
- 401(k) Plan
- Paid Holidays
- Profit Sharing
- Long Term Care
- Educational Assistance