



## Job Title: Marketing Coordinator

**Location:** On-site

**Department:** Marketing & Sales

**Reports to:** Senior Leadership

### About Security Brands Inc

At Security Brands, we passionately design, manufacture, and sell the world's most innovative and easy-to-use perimeter access control systems and security products. This goal unites our team day in and day out and is the hallmark of our customer-service-driven culture. We firmly commit to delivering products with innovative features, compelling designs, flawless quality, impeccable reliability, and industry-leading usability.

Five guiding principles govern everything we do:

1. Put Quality First: We design and produce the highest quality products.
2. Create Lifelong Customers: We take nothing for granted in our efforts to earn the confidence and loyalty of our customers. We always listen to make sure we meet our customers' needs and that we connect on their terms. We create passionate brand advocates for Security Brands, who freely tell others about their experience with our products and quality of service.
3. Innovate: We are the creative leaders in the security and perimeter access-control industries.
4. Deliver Long-Term Durability: We deliver high-quality products that last; therefore, we never cut corners. We have the best warranty in the industry.
5. Make a Positive Difference: We strive to make a difference in our world and in our workplace every day.

Learn more at [securitybrandsinc.com](http://securitybrandsinc.com)

### Role Overview

We're looking for a hands-on Marketing Coordinator with 2-3+ years of experience who loves turning plans into action. This role is ideal for someone who is equal parts organizer and creative, someone who can manage details, juggle deadlines, and keep our brand looking sharp everywhere it shows up. As a growing company, you'll have the opportunity to work with senior leadership.

Alongside our marketing agency, you'll execute strategic marketing plans that build our brand, generate qualified leads for the sales team, and drive revenue growth, while overseeing both digital and traditional marketing initiatives.

You'll own marketing assets and collateral, trade shows, events, website updates, and social media, making sure everything is on-brand, on-time, and impactful. You will also be an administrative resource to support our sales team.



## Key Responsibilities

### Overall

- Planning, developing, and directing multiple avenues of marketing strategies to drive sales
- Promoting our brand and products to new customers and maintaining a relationship with existing customers
- Research industry products, trends, opportunities, and competitors
- Work with leadership to establish and maintain a marketing budget, track expenditures, and analyze ROI to optimize spending
- Work closely with our vendor partners to accomplish sales and marketing objectives

### Marketing Collateral

- Manage creation and updates of sales and marketing materials (brochures, one-pagers, presentations, case studies, etc.)
- Work with internal teams and external designers/vendors to ensure brand consistency
- Maintain an organized library of current marketing assets

### Trade Shows & Client Events

- Plan, coordinate, and execute trade shows, conferences, and client events from start to finish
- Manage timelines, vendors, shipping logistics, booth materials, and on-site support
- Coordinate pre-event promotion and post-event follow-up materials

### Website Management

- Make ongoing website updates, including content changes, landing pages, and basic optimizations
- Coordinate with internal stakeholders or external web partners as needed
- Ensure content is accurate, current, and aligned with brand messaging

### Social Media

- Manage company social media channels (content planning, posting, and engagement)
- Create or coordinate content that supports brand awareness, events, and campaigns
- Ensure consistency of image and messaging
- Monitor performance and suggest improvements

### General Marketing & Sales Support

- Support campaigns, launches, and internal initiatives as needed
- Track projects, deadlines, and deliverables across marketing efforts
- Help keep marketing operations organized, efficient, and moving forward
- Ensure that the sales team maximizes tools and workflows to engage with prospects and existing customers



## Skills

- Excellent organizational and planning skills
- Excellent verbal and written communication
- Personable and able to work in a team environment
- Strong attention to detail
- Creative and innovative thinking
- Good research and problem-solving skills
- Ability to work well under pressure
- Adaptability
- Willingness to take initiative

## Qualifications

- Minimum of 2-3 years of marketing experience (in-house or agency)
- Undergraduate or associate degree in marketing, communications, or a similar field
- Strong project management and organizational skills
- Comfortable juggling multiple priorities without breaking a sweat
- Clear written and verbal communication skills
- Basic website and CRM experience (WordPress, Webflow, HubSpot, or similar)
- Design tool experience (Canva, Adobe Suite, Figma, etc.)
- Basic understanding of analytics and reporting
- Familiarity with social media platforms and scheduling tools

## What Success Looks Like in This Role

- Marketing systems are organized, maintained, and promote revenue growth
- Lead generation and nurturing processes are adhered to by internal teams
- Marketing materials are current, polished, and on-brand
- Trade shows and events run smoothly and look professional
- Website, emails, and social channels stay fresh and consistent
- Internal teams feel supported and confident in marketing execution

## Salary Range & Benefits

Salary commensurate with experience, ranging from \$55,000-\$65,000. Health benefit package available.

**Submit resume to: [ci@securitybrandsinc.com](mailto:ci@securitybrandsinc.com)**