

Marketing Coordinator

Overview:

Essentium, Inc. is disrupting traditional manufacturing processes as innovators in both filament materials and additive manufacturing production platforms. We are bringing strength and speed together, at scale, with a no-compromise material set as we are committed to creating industrial solutions for the world's top manufacturers and bridging the gap between 3D printing and machining as an end-to-end industrial additive manufacturing partner. Currently headquartered in College Station, TX (relocating to Pflugerville, TX March 2019), we are dedicated to building a globally-recognized suite of capabilities in the manufacturing innovation sector and are looking for experienced industry leadership coupled with smart, passionate, entrepreneurial, inventive and driven people to help us achieve this goal and thrive in a fast-paced and high-volume environment. Our customers are based across the world and include industry leaders in contract/electronics manufacturing, semiconductor capital equipment, medical devices, aerospace, automotive, consumer products, energy & chemical, and government sectors.

The Marketing Coordinator will support Essentium's marketing and branding efforts across multiple platforms and can work out of the Pflugerville or Waco office, but the preference is Waco.

Key Responsibilities:

- Ensure a consistent brand voice
- Help develop Essentium's digital strategy and own its execution – this includes maintaining our online presence and digital content calendar, coordinating and posting blogs, developing copy for social media platforms, monitoring social media platforms and growing the Essentium audience, keeping the website up-to-date, and executing email campaigns
- Track analytics and prepare marketing reports by collecting, analyzing, and summarizing data
- Proof read content and make content recommendations based on industry happenings
- Assist with event planning, including coordinating photo and video shoots, working with trade show vendors, event coordinators, and Essentium staff, etc. to ensure successful events
- Help coordinate office logistics
- Play a part in accomplishing our company goals by accepting ownership for new and different requests; exploring opportunities to add value to job accomplishments

Essential Requirements:

- Two to five years relevant work experience
- Ability to work and thrive in a fast-paced, rapidly changing work environment
- Detail oriented
- Skilled in creating, editing, and promoting written content
- Bachelor's degree in Marketing, Public Relations, Business, or equivalent training preferred

We believe that progress lives at the intersection of technology and humanity, and that our role is to bring innovation to manufacturing everywhere to drive progress around the world. Every member of our team plays a critical role in bringing our purpose to life and to do the absolute best we can for our company, our customers, and for each other. Service Essentium's Service Deliver is much more than meeting our customer's needs; it's about building and growing relationships to create a cherished family.