



## Marketing Coordinator

### Job Overview

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As the **Marketing Coordinator**, you will perform regular administrative duties, including communicating with our vendor partners, trade publications, and others via email, live video chats, text and/or phone calls, answering questions and concerns, data entry, preparing reports and other duties as assigned.

As the **Data Analyst**, you will monitor marketing performance data by focusing on traditional, digital, search, mobile, social platforms, and beyond. This data will then be compiled by you and given to the Marketing Director who will be responsible for evaluating the data and communicating any action-oriented recommendations to the Marketing team and other key stakeholders.

### Essential Responsibilities

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- Manage project timelines to ensure deadlines are met.
- Coordinate with internal team members to manage production of deliverables.
- Plan, organize, and direct the completion of specific projects while ensuring these projects are within scope.
- Coordinate frequently with supervisors to communicate campaign progress, milestones, and general health of our efforts.
- Gather analytic data to help the Marketing team keep the pulse on consumer behavior, marketing performance and goals, and leads & sales generation.
- Analyze and package primary data findings for the Director of Marketing.
- Generate monthly/quarterly/yearly reports to gauge the effectiveness of online search, print/digital advertising, social media, SEO, email, and other applicable platforms/channels.
- Create visual charts to present data that shows growth/decline.

### What We're Looking For

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- A professional with at least 2-3 years of experience with Project Coordination and Data Analysis.
- Experience with managing internet/digital/inbound marketing projects
- A hands-on doer with experience pulling data from Google Analytics, HubSpot, Facebook, LinkedIn, Google Ads, and more.
- You have the ability to turn raw data into presentation material by building charts and graphs and highlighting anomalies and recommendations for immediate action.
- You will keep up to date on trends and best practices.

## Essential Requirements

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- Bachelor's degree in Marketing. (a plus)
- Excellent written and oral communication skills.
- Previous experience that provides the knowledge, skills, and abilities to perform this job.
- Proven project management skills with experience in managing data and insights, as well as non-data related initiatives to complement our many ongoing marketing projects.
- Able to present summaries of actionable insights and recommendations across multiple platforms.
- Highly organized with an ability to work under tight deadlines and shifting.
- Demonstrated initiative and tenacity to begin a project and complete it.
- Proven experience in Excel.
- Proven Email Marketing skills. (a plus)
- Positive attitude, professional, courteous demeanor, strong work ethic, and ability to collaborate in a constructive manner with others in a dynamic working environment.
- A sense of humor and the ability to handle ambiguity with grace.

## Compensation · Benefits · Perks

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- Competitive Salary
- Health, Dental, and Vision Insurance
- Life Insurance
- Short and Long-Term Disability Insurance
- Company Matching Retirement Plan
- Paid Time Off
- Company Holidays
- Monthly Team Breakfast!
- Unlimited free soft drinks & coffee!

## About BOLT ON TECHNOLOGY

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BOLT ON TECHNOLOGY (<https://www.boltontechnology.com/>) equips the automotive repair and maintenance aftermarket with award-winning technology tools to improve customer communication. The company's technology instantly transmits photos, videos and text messages to communicate automotive repair details, thereby increasing customer trust, boosting sales and empowering shops to build long-term customer relationships. Along with ongoing training and support, BOLT ON's integrated mobile, digital as well as standalone tools also reduce problems inherent in the service process, while increasing shop productivity, revenue, and customer satisfaction. Over the years, BOLT ON has worked with nearly 10,000 independent repair shops, who have used our platform to send more than 55 million repair photos to vehicle owners.