



Marketing Coordinator

Advanced Powder Products, Inc. (APP) is a fast growing high technology company that specializes in the development and manufacturing of net shape metallic components using Metal Injection Molding (MIM), and 3-D powder metal printing technologies. Using our trademarked technologies – protoMIM® and printalloy®, APP is the first choice of many OEM’s when rapid development of new components is required. We manufacture components that make our client’s surgical devices, hand tools, firearms, and sporting goods function better.

APP offers some of the best benefits in the Central Pennsylvania Region. These include: paid vacation, sick time, paid holidays, medical, dental, vision, 401K with company match, profit sharing, long-term and short-term disability, and life and AD&D insurance.

www.4-app.com

Job Characteristics:

- Must be an effective communicator, able to stimulate and motivate others while being aware of and responsive to their needs and concerns
- Must be friendly and genuinely interested in the business agenda and needs of the team
- Focus on working with and through others by building and maintaining relationships
- Faster-than-average pace will be the norm for this position
- Must be detail oriented, and those details need to be handled quickly, correctly, and efficiently
- Requires “how can I help you?” attitude

Job Responsibilities:

- Follow up with prospects with the end goal of obtaining RFQs
- Maintain website with new information and technology whitepapers
- Maintain internet marketing strategy i.e. Googleadwords
- Implement marketing and advertising email campaigns using ACT! or Salesforce software
- Update and maintain prospect database
- Scope and analyze prospects to determine their “pain” and recommend sales approach
- Develop promotional materials with graphics designers.
- Supports sales staff by scoping prospects, sending literature, and processing new sales orders
- Plan meetings, travel, and tradeshow by developing schedules and assignments
- Provide support to sales department

Requirements:

- B.S. in Business Administration, Marketing, or Communication
- 2+ years’ experience in business to business sales or marketing