



## Marketing Coordinator Sioux Falls, SD

Dakota Fluid Power, Inc., a regional leader in Hydraulic sales, service and repair, is looking for an individual to fill an opening in our Corporate Headquarters located in Sioux Falls for Marketing Coordinator.

Qualified candidates must possess excellent communication skills, attention to detail, customer service skills.

### SUMMARY OF RESPONSIBILITIES AND REQUIREMENTS:

- Assists in marketing strategies and objectives
- Supports sales staff by coordinating marketing activities that will improve market share
- Develops and maintain marketing budgets
- Create promotional materials for target markets / industries
- Develops databases for e-mailer and direct mailers
- Utilizes our CRM software for implementation and follow-up
- Maintains CRM database
- Manages website projects / updates
- Distributes leads from vendors and other sources
- Qualifies leads
- Maintains sales literature with assistance from suppliers
- Coordinates trade show events
- Attends sales meetings and trainings as requested by managers
- Create and maintain line cards
- Develop prospect data from advertising media, trade shows, direct mail responses, business directories, internet websites and other marketing sources
- Follows all processes and procedures as established by Dakota Fluid Power
- Operates within the intended framework of Dakota Fluid Power's mission, values, and vision statements
- Other miscellaneous duties as assigned by managers / owners

### DESIRED QUALITIES:

- Highly motivated, self-starter
- Candidate must be a team player and willing to teach and to learn
- Excellent communication skills
- Proficient at planning and organization
- Bachelor's degree from an accredited college or technical school with 3-5 years related experience is desired
- Previous experience working for a distributor is highly preferred
- Experience in Photoshop or equivalent environment a must
- Experience with MS Powerpoint is required
- Experience with MySQL or Microsoft SQL database

Dakota Fluid Power, Inc. offers a full benefit package including: Group Health, Long Term Disability, Paid Vacation and Sick Time and 401K with company match.

Dakota Fluid Power, Inc. is a growing company that is locally owned with 7 locations - Sioux Falls (2), Aberdeen SD, Lincoln, NE, Fargo, Mandan and Minot ND.

Please submit a cover letter and resume to: Dakota Fluid Power, Inc.  
Attn: John S. Herr, 3409 N. Lewis Ave., Sioux Falls SD 57104, or via email to [jherr@dakotafluidpower.com](mailto:jherr@dakotafluidpower.com) with the subject titled "Marketing Coordinator".

Dakota Fluid Power, Inc. is an EOE.

[www.dakotafluidpower.com](http://www.dakotafluidpower.com)

