



JOB POSTING

MARKETING COORDINATOR

Vincentric is a privately held automotive data compilation and analysis firm headquartered in Bingham Farms, Michigan. The company specializes in automotive cost-of-ownership data, and provides information, knowledge, and insight to the automotive industry, including Ford, AOL, Nissan, Cars.com, General Motors, Toyota, FCA, Volkswagen, and many other well-recognized organizations. This position will be a great fit for anyone ready to learn:

- How to apply marketing knowledge learned in the classroom to generate successful results
- How large websites such as AOL, Cars.com, and U.S. News use data as content
- How the automotive industry and its advertising agencies market their vehicles
- How auto manufacturers use data to propel vehicle sales
- How data is transformed into marketable information

Job Title: Marketing Coordinator

Job Description: The Marketing Coordinator will work with all aspects of the Vincentric marketing efforts, including public relations, social media, website management, client communication and other general marketing initiatives. Responsibilities of this position are to:

- Manage and maintain the Vincentric website, including creating new web pages, writing and editing copy, and keeping it up-to-date and relevant
- Manage and maintain Vincentric social media platforms, including posting Vincentric announcements/relevant industry information regularly to Facebook, LinkedIn, and Twitter
- Work with colleagues to effectively announce Vincentric Awards and Industry Reports developed using Vincentric data
- Maintain the Vincentric PR database, write and distribute press releases, and manage customer and prospect information
- Develop and manage a Communications Plan to ensure that key Vincentric messages are distributed on a regular basis
- Maintain current and develop new relationships with auto industry journalists and bloggers, providing them with content ideas and data for articles
- Assume customer service roles such as assisting new and existing clients with use of Vincentric products and services, regularly issuing invoices and creating/editing license agreements, and actively maintaining strong relationships with clients to help retain them as customers

Skills Required:

- Detail oriented yet creative, with the ability to think and write independently
- Microsoft Office experience and proficiency with PC and web technologies
- Solid understanding of marketing and how it impacts business
- Excellent writing, verbal, and other communication skills

Skills Desired:

- Understand of Statistics/Mathematics
- Understanding of Graphic Design

Education: Bachelor's degree



Salary/Benefits/Other Information:

- Position is on-site in Bingham Farms, Michigan
- Casual dress code and working environment
- Vincentric is a smoke-free and drug-free workplace. Candidates are required to pass a drug test before beginning employment
- Equal Opportunity Employer
- Healthcare benefits package
- 401K program with employer contribution
- Bonus potential
- Paid holidays and vacation time

To apply for this position, please forward your resume to careers@vincentric.com