

Metro Productions, a leading full-service multi-media production company, is looking for a full-time **Sales and Marketing Coordinator** to work in our Richmond, VA office. This position will work with and assist our Sales team by developing and implementing sales, marketing and advertising/social media campaigns; tracking sales data; maintaining promotional materials inventory; planning meetings and trade shows; maintaining databases; and preparing various reports.

Job Duties:

- Implements marketing and advertising campaigns by assembling and analyzing sales forecasts; preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations; updating calendars.
- Tracks product line sales and costs by analyzing and entering sales, expense, and new business data.
- Prepares marketing reports by collecting, analyzing, and summarizing sales data.
- Keeps promotional materials ready by coordinating requirements with graphics department.
- Supports sales staff by providing sales data, market trends, forecasts, account analyses, new product information; relaying customer services requests.
- Researches competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising; maintaining research databases.
- Plans meetings and trade shows by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing lists.
- Monitors budgets by comparing and analyzing actual results with plans and forecasts.
- Updates job knowledge by participating in educational opportunities; reading trade publications.
- Accomplishes organization goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.

Qualified candidates will have a Bachelors' degree in Marketing, Communications or Business Administration; and, experience in direct marketing, market segmentation, market research, project management, reporting research results, customer service skills, planning and financial skills. Must have strong computer and Microsoft Office experience.

To apply, send resume and Employment Application to: employment@metro-productions.com. Employment Application can be found at www.metro-productions.com/employment.html.

Metro Productions is an equal opportunity employer.