

PHC Corporation of North America

Marketing & Events Coordinator Wood Dale, Illinois

PHC Corporation of North America (PHCNA), a leading and nationally recognized biomedical sales and service company, has an opening for an experienced **Marketing & Events Coordinator**.

PHCNA's vision of the future is driven by the needs and aspirations of our customers around the world who use our products every day. We share their dream to live a fuller life by providing ways of working smarter and enjoying the rewards of technological advances. At PHCNA, our success depends on every single employee's contributions - because the more we grow as individuals, the more we grow as a company.

You must be able to thrive in a fast-paced environment where multi-tasking and customer-driven focus will be keys to success. So, bring your positive outlook and strong work ethic to this rewarding position.

The **Marketing & Events Coordinator** will be responsible for ensuring all aspects of tradeshow events are well-planned and run smoothly. To perform effectively, this position requires a highly motivated and incredibly organized person.

Key accountabilities:

1. Tradeshows & Events

- a. Develop tradeshow strategy and own tradeshow management spreadsheet, consistently updating annual tradeshow list, detailed service kits and general overviews, sharing company-wide.
- b. Create detailed proposals for all events, including timelines, schedules, venues, vendors, staffing, and budgets.
- c. Maintain tradeshow budget – working efficiently to ALWAYS stay within budget, seeking out more economic processes and options; developing forecasts.
- d. Register for events, fully understanding terms & conditions regarding payment requirements, set up/tear down, display, etc.
- e. Plan logistics which includes booking booth and meeting space, creation of registration badges, coordinating signage, literature, units, and coordinating hotel stays as needed.
- f. Work with warehouse, marketing firm and display companies on shipping all exhibit materials to and from shows.
- g. Responsible for ensuring all required ancillary items are at the tradeshow and events and are returned, coordinate successful install & dismantle.
- h. Process tradeshow related invoices
- i. Analyze the success of each event and propose effective improvements.
- j. Process and analyze all tradeshow requests.

2. Distribution Partner Support

- a. Serve as owner of all distribution partner marketing activity, including developing the media plan for each, managing each distribution partner marketing budget, coordinating co-branded literature, coordinating distributor tradeshow and other events, overseeing distribution advertising, etc.

3. Sales Support

- a. Serve as primary Marketing contact for Sales Support across all PHCNA and Channel Sales Representatives. Respond to Sales inquiries, including locating current literature, creating new materials, sharing logos, images, presentations, etc.

4. Literature Management

- a. Ensure all literature channels have updated materials, including Internal sites & drives, External sites, Printing sites, Literature room
- b. Order marketing collateral for sales reps and events, following brand guidelines

5. Blog Content

- a. Assist in contributing to our Blog by working closely with Sales to capture successful customer stories, working with copy writer to detail the story and promote on the site
- b. Actively and often read the trade publications for our industry to understand new advances in Research & Trends, share with teams.

Education, Experience, Qualifications:

- Extremely strong organizational, planning, and time management skills
- Education: 4-year degree in relevant field (marketing, advertising, communications)
- Experience 1-2- years of planning, coordinating and executing tradeshow
- Experience: 2-3 years of ad agency or corporate marketing department experience
- Extremely strong organizational, planning, and time management skills
- Excellent written, verbal communication and presentation skills
- Strong analytical skills
- Strong interpersonal skills, history of building solid vendor relationships
- Quick learner who is detail-oriented and able to work independently

- Comprehensive background in MS Office suite of programs: Word, Excel, Outlook, PowerPoint
- Team player with a positive attitude and aptitude for strategic thinking
- Indesign and Adobe Creative Cloud a plus

Working conditions and physical requirements:

Occasional domestic travel (25%-30%)

Ability to sit and stand for long periods of time

Ability to lift and carry up to 20 pounds

In addition to an environment that's as innovative as our products, we offer a competitive salary and bonus, along with an outstanding benefit package, including:

- Medical
- Dental
- Company paid life
- Vision
- FSA
- 401k
- Paid time off including vacation, personal and sick
- 12 paid holidays

We are committed to creating a diverse work environment and proud to be an Affirmative Action/Equal Opportunity Employer (AA/EOE/m/f/d/v). Women, minorities, veterans, and individuals with disabilities as well as other qualified individuals are encouraged to apply. If you need a reasonable accommodation in the application process due to a disability, please contact employment@us.phchd.com or PHC Corporation of North America, 1300 Michael Drive, Suite A, Wood Dale, Illinois 60191.

Pre-employment drug testing is required. Due to the high volume of responses, we will only be able to respond to candidates of interest. Applicants must be currently authorized to work in the United States on a full-time basis. PHCNA does not sponsor applicants for work visas.

Please forward your cover letter, salary history/requirements, and resume to employment@us.phchd.com