

Job Title:	Marketing Coordinator	
Position Type:	Full Time	
Job Description		

Reports to: Director of Sales & Marketing

About Steinhauser: Steinhauser is a fourth-generation, 100% woman-owned manufacturing company specializing in high-quality custom labels. For over a century, we’ve built our success on innovation, community, and a passion for quality. We’re looking for a Marketing Coordinator who’s excited to help drive our growth and build connections with our customers and team, while contributing to a company culture that values safety, kindness, and a growth mindset. Steinhauser’s success comes from integrity and long-lasting relationships. **That is the Steinhauser Way.**

Job Purpose: As Marketing Coordinator, you will be a driving force in advancing Steinhauser’s brand presence and growth. By blending creativity with strategic insight, you’ll elevate customer engagement, amplify brand awareness, and communicate our brand promise with clarity and purpose. Through innovative campaigns and compelling storytelling, you’ll connect Steinhauser’s legacy of quality and integrity to new opportunities, deepen relationships across all channels, and champion the values that set us apart.

Why this role is perfect for You:

Impact & Purpose: You’ll be part of a company where your ideas matter. From day one, you’ll have a voice in shaping the brand and connecting with customers.

Growth Opportunities: We’re dedicated to your personal and professional development, offering opportunities for learning, mentorship, and growth within the company.

Work-Life Balance: We believe in supporting a balance between your career and your life. With flexibility in how we work and support from your team, you’ll have space to be creative and recharge.

Innovation & Creativity: You’ll be encouraged to bring new ideas and experiment with fresh approaches as you develop innovative marketing strategies that align with our goals.

Your responsibilities: This role is responsible for developing and executing marketing content to engage customers, as aligned with the marketing strategy, and creating internal messages to keep employees informed and aligned with the company’s goals:

- **Lead Marketing Campaigns:** Create and execute engaging marketing campaigns across Google Ads and social media, aligning with our strategy.
- **Collaborate for Impact:** Work with cross-functional teams (e.g., Sales, Operations, or HR) to gather insights and shape content that reflects Steinhauser’s values.
- **Communicate Effectively:** Develop internal communications that promote a strong culture and keep everyone informed.
- **Maintain Our Voice:** Ensure a consistent brand message across all platforms, from social media to our website.
- **Employer Branding.** Champion our brand’s reputation by highlighting our unique culture to attract top talent and inspire current employees.

Marketing Coordinator / Your responsibilities (continued):

- **Create Compelling Content:** Write and design case studies, newsletters, blog posts, and social media content using tools like Word and PowerPoint.
- **Manage Social Media:** Oversee social media posts and interactions across platforms (e.g., LinkedIn, Instagram).
- **Support Lead Generation:** Develop and implement campaigns that drive leads and promotions.
- **Optimize Performance:** Track and analyze marketing campaigns, adjusting strategies to meet goals.
- **Budget Management:** Monitor the marketing budget and communicate any variances.
- **Coordinate Events:** Plan and execute events and sponsorships to enhance brand presence.

Preferred Qualifications and Skills:

- 2-3 years of experience in marketing, communications, or a related field.
- College degree in Marketing or Communications is preferred, but all majors will be considered. Also, work history including internships and co-ops are a plus in related fields.
- Strong communication skills with a talent for storytelling.
- Experience with social media, email marketing, and content management systems.
- Outstanding organizational and project management skills with the ability to prioritize work in a fast-paced environment.
- An eye for design and experience with tools like Adobe Creative Suite or Canva (a plus, but not required).
- A passion for connecting with people and making a positive impact through your work.
- Curiosity and a growth mindset—you're always looking to learn and improve.

Note: The responsibilities and tasks outlined in this document are not exhaustive and may change as determined by the needs of the company.