

2022

**Job Description:**

Marketing Coordinator

**Company Description:**

Ice Air is a supplier of specialized HVAC equipment based in Mt. Vernon, New York. Over the last several years, Ice Air has developed innovative products that meet the environmental challenges of eliminating the need for fossil fuel sources to provide heating, cooling, domestic hot water and central water loop systems.

**Position Objective:**

The Marketing Coordinator is responsible for day-to-day execution and implementation of Ice Air's marketing, social media outreach and industry positioning. Coordinating creative design and branding with existing outside marketing company. Implementing and maintaining consistent outreach to target customers throughout the industry. Creating a new and affective social media strategy.

**Responsibilities:**

(Includes, but not limited to)

- Facilitate marketing and branding efforts with 3<sup>rd</sup> party company
  - Work with Interline to manage all marketing efforts
  - Maintain lines of communication from Ice Air to Interline
  - Drive Ice Air branding intentions
  
- Website Management
  - Work with engineering and sales to manage website content
  - Make sure documents and data are present and accurate
  - Ensure all information is accessible and easy to obtain
  
- Creative Design
  - Maintain existing theme consistency throughout all outreach efforts
  - Analyze and evaluate competitor website presence
  - Establish design and creative identity
  - Assess market trends and industry transitions to keep product line innovative and solutions based
  - Identify industry market and branding trends and transitions
  - Work with sales team to make sure trade shows and company presentation is consistent with company message and themes

- Social Media and market outreach
  - Create and execute social media plan
  - Define outreach schedule via, press releases, mailings, email blast
  - Update website with current information and content
  - Work with engineering, sales and project management to create case studies, testimonials and product sheets
  - Effectively convey Ice Air's message via web based platforms

**Qualifications/Requirements:**

- Bachelor's Degree in Marketing or Communications (Business focus, a plus)
- Knowledge and background in HVAC systems, operations and functions
  - Familiarity with construction and building applications, a plus
  - HVAC equipment selection software knowledge, a plus
  - Adobe Illustrator or other graphic design software skills

**Skills:**

- Hardworking and responsible
- Ability to track long-term progress and follow through
- Good organizer with problem solving capabilities
- Ability to create technical information and meet customer informational needs
- Presentation, verbal communication and computer skills
- Show initiative and have good attitude
- Must be able to work well with others
- Ambition a must

Compensation will be dependent on candidate's experience.

Interested candidates please contact: Tom Glass - Director of Sales and Marketing

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