



**Location for this position:**

Rowmark  
5409 Hamlet Drive  
Findlay, OH 45840

**Job Title:** CRM & Digital Marketing Coordinator

**Reports To:** Director of Marketing Communications

**Primary Purpose:** The CRM and Digital Marketing Coordinator is responsible for the strategic integration of the customer relationship management (CRM) platform with the goals of maximizing lead generation and consumer engagement. This position is responsible for leveraging market intelligence from CRM data, utilizing and measuring all CRM activities, and managing the email marketing program. This position will quickly evaluate prospects in targeted markets and build the respective databases for future development by the Inside Sales Team. Manage and support sales and marketing programs to promote products.

**Expected Attributes of Employees:**

- Positive attitude with a high level of accountability, personal drive, ambition, integrity.
- Competent in communicating and building relationships directly and openly throughout the organization, strong verbal and written communication skills.
- Passion for continuous improvement in all aspects of the position and a personal drive toward positive results
- Team-oriented customer-centered spirit with a passion to learn in a fast-paced, goal/deadline-driven atmosphere
- Capability to manage complex projects from beginning to end, successfully balance multiple projects and ensure timely and successful project completion.
- High level of creativity, attention to detail, and project management skills.
- Strong self-starter with a record of success.
- Excellent organizational and planning skills.

**Qualifications:**

- Associate degree required, Bachelor's preferred
- One-three years' experience as a CRM database administrator
- Background in creating and interpreting operational metrics and reports
- Familiarity with databases and related concepts
- CRM Certifications highly desirable
- Experience with sales and marketing automation is mandatory
- Experience with inbound marketing platforms is mandatory
- Computer experience and knowledge a must –Microsoft Word, Excel, PowerPoint and Outlook. Knowledge of HTML and related web programming languages is a plus

**Primary Duties & Responsibilities:**

- Customizes and configures CRM system, including custom objects and fields, page layouts, reports and dashboards, profiles and sharing rules, workflows and approval processes. Configures the system as necessary to include the set-up of Marketing campaigns, campaign hierarchies, lead queues, assignment rules and Web-to-lead and auto response rules.
- Develops and maintains reports and dashboards. Ensures accurate and timely development, configuration and implementation of dashboard metrics, reports, tools and customizations to meet business needs.



- Create profiles, groups & permission sets.
- Manages data migration to/from the CRM system.
- Evaluates, recommends and implements third party solutions and app exchange packages based on business request or project needs.
- Troubleshoots and problem solves the issues related to the CRM and application environment.
- Leads efforts to develop training materials and deliver training to internal teams and users to expand use of the CRM to optimize sales and marketing productivity and effectiveness.
- Assists in the creation of user documentation and maintain ongoing system change documentation.
- Assists with data maintenance through ongoing data analysis, data deduping and cleanup activities.
- Researches and identifies application opportunities around performance, scalability and maintainability.
- Stays current on market, competition and trends including tactics, field concepts and practices applying them to strategies when applicable.
- Keeps manager informed of important developments, potential problems, and related information necessary for effective management. Coordinates/communicates plans and activities with others, as appropriate to ensure a coordinated work effort and team approach.
- Manage email marketing programs ensuring the timely launch and execution of promotional, triggered & transactional campaigns
- Achieve branding objectives, ensuring creative and copy reflect email strategy and brand standards
- HTML coding to ensure emails open across desktop and mobile platforms
- Provide insights from email segments to proactively identify opportunities for deepened engagement and increased customer loyalty
- Research consumer shopping behavior and digital engagement during key sales periods, sharing recommendations with internal teams to enhance the customer experience
- Complete other duties as assigned by supervisor.

#### **Rowmark**

5409 Hamlet Dr.

Findlay, Ohio 45840

[www.rowmarkllc.com](http://www.rowmarkllc.com)

***At Rowmark, we are passionate about making our customers look great!***

We proudly manufacture, market and distribute of a wide array of innovative and quality products for our customers primarily in the awards, recognition and signage markets.

Founded in 1997, our company has developed into the leader in the markets we serve. Our state-of-the-art manufacturing, warehousing and distribution systems continue to be keys to our success. Partnered with Bertram Capital since 2013, the Rowmark family of companies is staged for major growth. Rowmark's family of companies is headquartered in Findlay, Ohio.

Rowmark recently joined forces with several very successful domestic distributors (Johnson Plastics, LaserBits and Bur-Lane), leading to our introduction of Johnson Plastics Plus in 2017 as the leading supplier/distributor to our customers in the engraving, sign-making, awards/recognition, industrial, hospitality, hobby markets. As part of the Rowmark family of companies, Johnson Plastics Plus strives to provide world class service to our customers every day with eleven distributions points throughout the United States. With customer service/distribution centers also located in Belgium and Australia, our extensive product line of sheet materials are distributed in over 80 countries around the world.

Rowmark also serves as sales resource for the digital printing equipment within the signage, promotional products, and awards/recognition markets.



Rowmark also owns and operates a separate lamination and film business unit in Trenton, NC as well as a custom plastic sheet division (Premier Material Concepts – PMC), which serves the engineered custom plastic sheet industry with materials for a variety of custom applications, primarily for the thermoforming industry.

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Rowmark is an Equal Opportunity Employer that values our employees and offers a competitive pay and benefits package, an encouraging, supportive environment with training, professional development, recognition programs and career growth opportunities. Our benefits include profit-sharing, medical, dental, vision, 401(k), life insurance, flexible spending account options, short-term and long-term disability, vacation and paid company holidays.

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We believe that people have always been and will continue to drive the success of our company. If this sounds like the opportunity for you, we invite you to submit your name for consideration.

Please send resume and salary requirements to: [kwinner@rowmark.com](mailto:kwinner@rowmark.com)