



Drexel Chemical Company

Marketing Coordinator – Full-Time

Drexel is a Family-Owned manufacturer of Agricultural Chemicals. Bob Shockey began Drexel with the commitment to providing quality products at an economical price.

These are the principles that have made Drexel a leader in the agriculture, turf, and ornamental chemical industry for over 40 years, as well as setting the standard for generic pesticides. We at Drexel offer a full line of Crop Protection Products (Liquid and Dry), Adjuvants, and Nutritional.

Job Description:

Drexel has a Marketing Foundation to build from (i.e., Marketing Communications and CRM); however, the Marketing Coordinator job is an excellent opportunity to build out broader Marketing Program/Department from the ground up with a solid organization that is looking to significantly grow their business. As evidence from the responsibilities listed below, developing these core Marketing functions to work in tandem with the Sales team will greatly enhance our presence into the market while multiplying our efforts.

This is a Salary position located in Memphis, TN. This is not a remote position as it is Drexel Office based. Travel is required but not expected to exceed 25%.

Core Responsibilities:

- Collaborate with Third-Party Vendor to develop Customer Interactive online tool to accomplish (But not limited to) the following tasks.
 - Existing Customers with Access (Login)
 - Place Orders
 - Deliver Programs and Marketing Communications
 - Pricing Updates
 - Ask questions
 - Track orders
 - Sales Reps with Access
 - Same functionality as the Customers
 - Sales Reporting
 - Inventory Reporting
 - Program Tracking
 - Price Exceptions
 - Open to the Public
 - Company Promotion
 - Ask questions
 - Request Pricing
 - Order Product
 - Credit Applications
 - Accept payments via Credit Card or online pay

- Work with existing CRM system to further develop Customer Marketing campaigns coordinated with Field Sales Reps Focus Product promotions and timings.
- Develop Online social media communications
- Manage one existing headcount (Marketing Specialist) and build out a team.
- Develop and maintain Marketing Materials.
- Program Development partnering with the Sales Team and Fulfillment
- Work with Product Development team and Third-Party Vendor to develop a suite of Training Video's to help educate both our Sales Reps and Customers.

Competencies:

- Action Oriented
- Adaptability
- Applied Learning
- Attentive
- Strong Initiative
- Teamwork
- Technical Knowledge and Skills

Required Education & Experience:

- Bachelor's degree in Marketing or Related Degree plan is required.
- 5+ years of experience in Customer Marketing/Marketing Communications.
- Limited experience in the Agricultural Business is a plus but not required.
- The ability to think innovatively and generate fresh marketing strategies is a key asset.
- A strong understanding of digital marketing, email marketing, social media, and content development, is highly valuable.

Compensation and Benefits:

- This is a Salary position.
- Compensation is competitive and commensurate with years of experience.
- Bonus opportunity.
- A company funded retirement plan is provided.
- Full Medical benefits are available including Medical, Dental, and Vision.
- Paid time off.
- Life and Disability Insurance available.

Please send your resume to:

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