

### Welcome on Board

With 5000 employees at various locations and a range of products from electronic, electromechanical components, circuit boards and intelligent systems, we are right at home in many growth markets.

## Creativity?

### Thinker wanted!

# Marketing and Communications Coordinator

## Watertown, South Dakota

### Your main tasks on Board

- Co-direct the development of the company's online marketing strategy.
- Propose online campaigns to marketing manager and contribute to regular team meetings.
- Collaborate with other marketing staff to integrate and complement marketing strategies across multiple sales channels.
- Understand and implement corporate design standards into all materials generated by the department.
- Consult with Product Marketing and Product Development to gain advice regarding the types of products and services expected to be in demand.
- Keep abreast of emerging web technology by reviewing current literature, talking with colleagues, participating in educational programs, attending meetings or workshops, or participate in professional organizations or conferences.
- Write, edit, and manage layout and production of company newsletters.
- Organize and orchestrate production of company webinars.
- Assist in the evaluation and negotiation of contracts with vendors and online partners.
- Conduct online marketing initiatives on social media websites.
- Collect and analyze sales data, using web traffic metrics such as page visits, link popularity, and click-through rates.
- Assist in the organization of (including traveling to) exhibitions and customer events.
- Write, edit, and manage layout and production of company literature such as company brochures, inserts, presentations and video for internal and external communication.
- Develop promotional plan for new products introduced to market.
- Interact with outside suppliers as necessary.

### Your requirement

To coordinate internal and external marketing activities for the company and work closely with Sales, Engineering, and Product Marketing and Development Departments. To lead the development and implementation of all social and electronic media marketing programs and web presence.

### Wurth Electronics Midcom

- email: [careers@we-online.com](mailto:careers@we-online.com)
- fax: (605) 886-4486
- address: Wurth Electronics Midcom Inc.  
121 Airport Drive  
Watertown, SD 57201-5602

### Your application

Our HR team looks forward to reviewing your resume and application highlighting your qualifications and wage expectations.

Click "Here" to apply online.

Click "Here" to read our references.



**Apply Now!**

more than you expect