

About the Job

Marketing Coordinator

International company seeking skilled individuals for direct hire employment in Knoxville, Tennessee.

Company Profile

For over 35 years Perceptics, LLC has engineered the most accurate, high-performance vehicle identification and license plate recognition technology in the industry. We engineer products that serve the Border Control, Commercial Vehicle, Electronic Toll Collection, Security, and Ports and Cargo Industries. Perceptics has secured thousands of border checkpoints and our products automate over 200 hundred million vehicle inspections annually. Our customers include local, state, national and international governments among others. In addition, Perceptics has a global distribution network that helps to deliver our products more efficiently and in a capacity that best meets the needs of our end users. Perceptics prides itself on developing superior technologies as well as delivering unmatched customer service.

Position Summary

Immediate opening for an experienced Marketing Coordinator. The successful candidate will have 3 or more years work experience in a communications or marketing role.

Areas of Responsibility:

- Support the development and execution of marketing initiatives, strategies and tactics in order to drive, identify and establish new business opportunities and improve customer relationships and perceptions of the company.
- Will be responsible for trade show logistics, content creation, website management, industry and market research, and evaluation of marketing strategies.
- Will work with outside consultants and our creative agency to execute marketing tactics.
- Will assist the Sales and Marketing team with the creation and review of customer-facing communications pieces such as presentations, reports,

- proposals, technical documents, and educational materials.
- Assist with the day-to-day duties and responsibilities of the Sales and Marketing team such as supporting Perceptics team members in addressing and resolving customer questions, managing customer contacts lists, and maintaining an integrated marketing calendar.
- Reports to the Marketing Manager as a member of the Sales and Marketing team.

Basic Qualifications:

- Proven teamwork experience.
- Bachelor's degree in a communications-related field.
- Minimum of 3 years of work experience in a communications or marketing role.
- Proficient in Microsoft Office applications.

Candidate must be a US citizen.

Knowledge/Abilities/Skills:

- Must be detail oriented, a strong writer, a multi-tasker, and have experience working in a deadline-driven role.
- Experience in digital marketing, creative design, advertising, public relations, and/or business development is preferred.
- Experience working in Adobe Creative Cloud preferred.
- Must have a proven record of excellent verbal and written communication skills.
- Candidate should be self-motivated and be able to work well in a team environment with minimal supervision.

We are an equal opportunity/affirmative action employer. We consider applicants without regard to race, color, religion, creed, gender, national origin, age, disability, genetic information, marital or veteran status, or any other category protected by federal, state or local law.

Please submit your letter of interest and resume to hr@perceptics.com