

R. L. Deppmann Company

Job Title: Marketing Coordinator

Reports To: Marketing Manager

Location: Novi, MI

Work Status: Full Time, Hybrid (3-4 Days Onsite)

About Deppmann: Our company focuses on helping customers make better decisions. We are an employee-owned company that is responsive to our customers and understands how our products work and interact in hydronic and plumbing systems. Our company culture is shaped by our Core Values: Knowledge, Responsiveness & Empowerment. We use these values to provide the best customer experience possible. Join the Deppmann team and experience the difference.

Scope: The marketing department directly supports our sales team. The marketing coordinator will work closely with the marketing manager to execute the tactics outlined in annual marketing plans, assist with corporate programs (such as customer training events, the contact management system, and our customer portal) and provide ad hoc daily support to the sales team to ensure they have access to the tools and resources desired.

Who We Are Looking For: A successful candidate is someone who has studied marketing and business courses or has previous marketing experience. The right candidate will be one that is willing to do the detailed work required as well as think creatively and contribute new ideas to our projects at hand. While being strong in tactical execution is key, the marketing coordinator can also think strategically and gain a deep understanding of the brand, our products and customers, and the competitive marketplace. The candidate needs to be a responsible self-starter, but training and support will always be available. The coordinator must be comfortable interacting in customer-facing situations.

If you desire a position that is heavily engaged in social media marketing or graphic design, this opportunity may not be a fit for you. The marketing coordinator is a jack-of-all trades, a marketing generalist. You will work equally across all scopes of marketing such as content creation, email marketing, digital marketing, event marketing, graphic design and social media.

Responsibilities Include:

- Assisting in the tactical execution of the annual marketing plan
- Creating and maintaining content calendar (blog, social media, etc.)
- Arrange and coordinate company seminars with sales staff and customers
- Assist with customer incentive programs and merchandise store
- Help to maintain our web presence (ex: Deppmann.com)
- Design and create marketing materials such as flyers, graphics and videos
- Works on corporate programs such as customer portal and contact management
- Ad hoc marketing projects for outside sales team

Requirements: Bachelor's degree or higher, at least three years of marketing experience, excellent written and verbal communication skills, high attention to detail, strong project management skills, ability to multi-task, highly organized, strong computer skills (Microsoft Office: Outlook, Excel, and Word), creative skills, comfortable leading others, outgoing personality, able to quickly build relationships with new people, desire to learn and grow, overall great people skills.

If you have these skills and desire to join our successful team, please submit your resume to careers@deppmann.com.

May 2025