

Santoki is seeking a detail-oriented and proactive **Marketing Coordinator** with approximately two years of marketing experience to support our sales and marketing team in executing dynamic campaigns that drive trade and consumer awareness, engagement and sales. We are the exclusive US distributor of LEGO lighting, stationery & lifestyle products. Our products are sold at mass chain retailers, specialty retailers, and directly to consumers. Visit www.santoki.com to learn more about our products.

Responsibilities:

- **Project Execution:** Assist in the development, implementation, and tracking of marketing campaigns across multiple channels, ensuring they align with approved strategy and goals.
- **Content Creation:** Support the creation and management of marketing materials, including but not limited to owned website, social media and email marketing.
- **Social Media Marketing:** Strategize, create, post and monitor social media content across multiple social media platforms.
- **Community Engagement:** Create a brand identity on social media platforms, developing a relationship with fans and followers. Identify trends and consumer insights to enhance the effectiveness of campaigns.
- **Email Marketing:** Plan, develop and execute consumer email marketing campaigns.
- **Website Content:** Update website content, including product information, toy awards, media coverage and press releases.
- **Website SEO:** Research keywords and utilize data analysis to improve the website's ranking on Google and other search engines.
- **Event Coordination:** Assist in organizing and executing consumer events and promotional activities.
- **Data Analysis:** Gather, analyze, and report on campaign performance metrics to optimize marketing efforts and inform strategic decisions.
- **Cross-Functional Collaboration:** Coordinate with internal teams (e.g., sales, product) and external vendors (e.g., agencies) to ensure alignment and successful project execution.
- **Expenditure Tracking:** Maintain a spreadsheet of approved marketing expenditures.

Qualifications:

- Associate or bachelor's degree in marketing, communications, or a related field.
- Approximately 2 years of experience in a consumer marketing role.
- Proficiency with Microsoft TEAMS and marketing tools such as Google Analytics, as well as social media platforms.
- Excellent written and verbal communication skills.
- Detail-oriented, with excellent organizational and multitasking abilities.
- Ability to maintain confidentiality while working independently and collaboratively within a team environment.
- Knowledge of basic graphic design or experience with design software (e.g., Canva) is a plus.
- US Citizenship or green card required

Benefits

- Dental insurance
- Health insurance
- Paid time off
- Vision insurance
- Retirement account – SIMPLE plan with employer contribution

Shift

- Days, typical Monday through Friday

Education

- Bachelor's (Preferred)

Job Type: Full-time, in person at Auburn Hills, Michigan office