

Marketing Coordinator

Burbank, California

ARRI Rental, the premier rental house for professional motion picture Camera and Lighting equipment, is looking for a **Marketing Coordinator** to work in our new Burbank office.

The **Marketing Coordinator**, is primarily responsible for coordinating the marketing requirements for ARRI Rental North America working in conjunction with the Marketing Manager to ensure optimum marketing communication in all formats as well as an effective representation on production locations and at industry events. In addition, contributing to the ARRI Rental Group marketing teams both nationally and internationally.

We seek a highly-motivated, strong communicator and multi-tasking skilled individual with 5+ years of related work experience (marketing, public relations field). Along with in-depth knowledge of national and international production activity as well as internet search engines and social networking sites.

A Bachelor's degree in Marketing or related field required.

Main areas of responsibilities for this full time role include:

- Coordinate the introduction of new equipment and or services to the market
- Liaise with the ARRI Rental Marketing Manager & ARRI Rental Group marketing departments
- Contribute to the production and writing of new content, design & distribution of advertising & promotional material to include merchandising, print and web advertisements, tradeshow promotions, direct mailings, newsletters, social media and other lead generation/communication activities
- Write news articles, press releases, website content and both internal and external newsletters covering all of ARRI Rental's activities. Assist with maintenance of website.
- Build and sustain relationships with local marketing partners (for example, the American Society of Cinematographers)
- Plan & coordinate local promotional campaigns tradeshows and events
- Work with managers and business units to determine budgets and manage expenses to that budget.
- In-depth knowledge of social media management and analytics
- Prepare marketing reports by collecting, analyzing, and summarizing marketing data

To be considered you must possess the following skills/abilities:

- Must possess detailed working knowledge of all Microsoft programs with special emphasis on Word, Excel, Project, PowerPoint as well as Adobe Photoshop. Strong familiarity with social networking sites and Google Analytics.
- Extensive written skills, essential.
- Exemplary attention to detail and superior communication skills.
- Ability to work independently on assigned tasks as well as accept direction on given assignments is required
- Ability to work accurately and thorough; while looking for ways to improve and promote quality
- Ability to adapt to changes in the work environment and manages competing demands; ability to change approach or method to best fit the situation; Ability to deal with frequent change, delays, or unexpected events.

We truly value our staff and offer the benefits to prove it, medical, dental and vision insurance, a 401k, vacation, sick and personal leave, etc.

If you are someone who possesses these skills and are up to the challenge, we are looking for you. Salary is dependent upon experience and skill set.

To be considered please fax your resume to 845-215-0170 or email to arricareers@arri.com.
We require that you include your salary requirements for this role along with your resume.

ARRI Rental is an equal opportunity employer.



Our products are Innovative, our customer service Legendary and our staff Dedicated.