

## Marketing Coordinator

- **Located in Houston, TX**
- **Full-time Position**
- **Minimum of 30 hours per week**

### **The Company**

Katalyst Data Management (Katalyst) is the global leader in hosted subsurface data management solutions for the oil and gas industry. From data capture and verification, to data storage and organization, to marketing data online, our specialized data services cater to large multinational corporations, national governments and small independents. Katalyst's web-based iGlass services and their related controls, including system redundancy, are key differentiators in providing and maintaining high availability, 24/7 access for customers. Innovation and commitment has enabled Katalyst to provide excellence in both technologies and service qualities

### **Key Responsibilities and Accountabilities**

---

*The Marketing Coordinator is responsible for creating and distributing positive branding messages and imaging for the company's products and services. The Marketing Coordinator is the main point of contact for our marketing firm and coordinates, manages, and communicates marketing initiatives and results to the senior management team.*

---

### **Tasks:**

- Collaborate with sales and product teams to develop branding messages.
- Compile customer feedback in an easily reviewed and understood format for review by company management and leadership.
- Collect and maintain sales records required to track, review, and modify performance of marketing initiatives using company CRM
- Develop and distribute materials related to sales training, product marketing and company press releases.
- Grow and maintain positive relationships with existing and potential clients.
- Develop innovative strategies to attract customers to the company's brand through various web-based marketing programs and search engine optimization (SEO) techniques.
- Identify appropriate social media platforms and other web-based tools to use in the promotion of each product or service.
- Plan and coordinate the company's trade show activities globally.

### **Skills:**

1. Strong gathering, analytical and problem-solving skills.
2. Excellent sales and customer service skills.
3. Strong verbal and written communication proficiency
4. Proficient with Microsoft Office suite

**Position Type and Expected Hours of Work:**

This is a full-time position. As a full-time position, the Marketing Coordinator is eligible to participate in the regional benefits offered to Katalyst employees.

Standard days and hours of work are Monday through Friday, 8:00 a.m. to 5:00 p.m.

**Travel:**

The Marketing Coordinator is required to travel to attend for client meetings, company functions, etc. Mileage is reimbursable to the employee at the current jurisdictional mandated rate per mile.

**Required Education and Experience**

1. Bachelor's degree in Marketing or related field required.
2. 3+ years marketing experience
3. E&P industry experience preferred.