



FAA CRS# L2ZR265X
FAA PMA# PQ1040SW

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JOB POSTING

Position: Marketing Coordinator II
Locations: Dripping Springs, TX (Austin, TX area)
Description: Expanding avionics systems integration company seeks Marketing Coordinator II to assist in customer service and sales support for busy engineering office. Candidate must have a good working knowledge of the aviation sales process and be proficient in document editing, spreadsheet manipulation, and Microsoft office.

Company Quality Policy:

L2 is committed to quality and continuous improvement in all areas of our organization. We provide solutions based on our customers' needs and are dedicated to ensuring that all expectations are surpassed. We are fanatical in ensuring our solutions meet or exceed regulatory and customer requirements. Working as a team, all employees are involved in the continuous quality improvement process to ensure that the company goals for quality, timeliness, responsiveness and innovation are met, thereby ensuring customer satisfaction.

Job Description:

This position is based in L2 Consulting Services, Inc. main office in Dripping Springs Texas. The position is accountable to maintain creative direction over special projects within the marketing department, including web site management, brochure design, mailer design, layouts for submittals and advertisements. The position also supports the L2 Executive staff as necessary for requests related to office graphics and technical support of marketing production assets.

This employee will be actively involved in the marketing and production processes associated with RFQ/RFP responses for new business opportunities from multiple service divisions within L2 Consulting Services, Inc. This requires the individual to work in concert with efforts of engineers, Sales team, Sales consultants and all other staff resources in the company when formulating coordinated materials that best represent the company's qualifications. This individual must have the ability to work well under pressure, juggle and prioritize multiple projects and adjust work accordingly, often against tight deadlines.

Primary responsibilities:

- Tradeshow scheduling and maintenance of the annual trade event schedule.
- Media touch through Constant Contact, Twitter Facebook and LinkedIn.
- Logo Guidelines and usage of L2 Logo presence.
- Collateral Material and new and updated content.
- Press release creation, review and media coordination of newsworthy items from the company.
- Website maintenance and refresh.
- Organizes, coordinates and controls activities involved in the preparation of marketing proposals, presentations, and submittals.
- Training new employees with the first level introduction. Manage the handoff to the appropriate department managers for department specific training.
- Actively involved in the development of and is responsible for maintaining all marketing resource materials-brochures, data, slides, color copies, photography, files, and marketing database.
- Drive traffic consisting of qualified and informed leads to L2 Aviation.
- Educate our audiences and become the destination for helpful resources in this industry.
- Create and manage the proposal of annual meetings and events schedule and budget
- Research and identify events L2 Aviation should attend, sponsor or host and collaborate to create guidelines re: attending, vs. sponsoring vs. hosting events
- Ownership of pre-conference and on-site registration of hosted events
- Ownership of pre and post conference meetings, communications, etc. to ensure success
- Coordinate and collaborate with Marketing and Communications to identify website content, marketing materials, promotions, swag, etc.
- Manage and supervise media outreach

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- Develop marketing communications campaigns
- Create and deliver press releases, media relations content, case studies, white papers, executive bios, corporate newsletter content, media content, and speaking proposals
- Research media coverage and industry trends
- Develop fresh marketing ideas.
- Improve communication efficiencies within company.
- Connect with a diverse audience to provide a memorable, influential and unique experience through engagement and content
- Map and measure the impact of our media strategy outreach.
- Build a reputation as an influential brand and powerful presence to build engagement throughout the Aviation industry, the media, and the end aircraft operator community
- Liaison with clients, consultants, photographers, service bureaus, printers and suppliers.
- Coordinates work with outside vendors (electronic transfer of data, reprographics, binding, etc.) and consultants.
- Performs research for others upon request.
- Technical resource and coordinator for projects, requests and presentations.
- Responsible for executing all group mail-outs and e-blasts

Secondary Responsibilities:

- Assist with processing installation paperwork; report findings to accounting as required
- Assist with “rights to use” letters (or LOA) and tracking kept up to date
- Assist in receiving/filing employee training files; update training tracking sheet
- Assist with customer/employee meetings and functions (set up/cleanup, reservations and catering)
- Assist with production traveler generation and approval
- Responsible for PO processing
- Coordinate and manage company events (BBQ, Holiday Party etc.)
- Coordinate Website
- Create and manage Customer Service related Standard Operating Procedures
- Assist with updating Customer Relationship Management (CRM) System database
- Support internal and external customers; assist with price and proposal inquiries; direct to the appropriate sales or business development contact
- Assist with coordinating customers’ service requirements with other appropriate departments as necessary to ensure effective customer service
- Assist with monitoring product order shipment to ensure on-time delivery to customer
- Perform basic filing and clerical duties
- Assist with creation of customer SharePoint sites and grant access to team members
- Assist with following established accounting protocols for order processing
- Manage tradeshow events, work with vendors and shipping companies.
- Assist executive management team as required
- Assist Sales Team with product and company slide decks
- Responsible for scheduling executive/manager meetings
- Assist Customer Service Manager, contact customers as required, follow-up with customer requests if Customer Service Manager is not available
- Book travel as required (backup)
- Draft RMA’s (Return Materials Authorization) for parts/kits returned for rework
- Other responsibilities will be assigned at the discretion of the Supervisor
- Must pass background verification and submit to company’s Drug and Alcohol Abuse Program
- Must be legally able to work in USA and supply required supporting documentation for the I-9 Form

Preferred Qualifications:

- Equivalent of Bachelor's degree in marketing or technical related field preferred.
- 2-3 years of experience in an Aviation or Engineering company (putting together proposals) OR a minimum of 4 years in the publications industry (i.e. magazines, newspapers, etc.).
- Good organizational, communication and leadership abilities.
- Strong computer, graphics/layout using Gimp, web authoring, proofreading and editing skills.
- Ability to work independently with a self-motivated "Do whatever it takes" attitude; capable of overseeing multiple projects simultaneously

Contact: careers@L2aviation.com

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