Demo Coordinator
Job Description

General Scope of Position

The Demo Coordinator will report to Marketing Manager. Main responsibilities will be to process product sample requests, execute sampling events (Road Shows & Demos), corporate events, and assist with branding initiatives. This position will require a person who is willing to be hands-on, set up and work events.

Job Description

- Processing of Del Real product samples requests – proactively improve current process.
- Assist in the execution of store level marketing and sampling events:
  - Closely monitor outside temporary staff and maintain a preferred list of top performers to choose from, making sure they are professional and are representing DRF properly at all times
  - Maintain proper look for DRF booth
  - Meet sales goals set for each store location and provide sales reports
  - Coordinate store level sampling with different retail chains
- Assist in the Execution of tradeshows for all sales channels (retail, club and foodservice): supplies samples, establishing staffing requirements, registration, utilities, scheduling, set up and look of booth.
- Assist in the coordination of corporate events including golf events and specified customer meetings (on site and occasionally off-site)
- Assist Marketing Manager with branding initiatives as needed.

Job Requirements and Qualifications

- Ability to work 40 hours a week
- Part-time student working towards a Bachelor’s degree in Business Administration, Marketing, Advertising or Related field.
- Excellent interpersonal skills
- Bilingual in Spanish and English
- Valid California Drivers License and good driving record
- Flexibility and willingness to work weekends- job requires you work most weekends
- Strong computer skills: Microsoft Word, Excel, PowerPoint, Photoshop, internet, Social Media
- Ability to work efficiently with minimal supervision and handle multiple projects simultaneously

Physical Demands:

This position is classified as medium work. It may involve frequent lifting, up to 15 pounds. On occasion, lifting of 40 pounds may be required. Position may require reaching, pulling/pushing, stooping, kneeling and bending