



## **Marketing and Sales Coordinator**

### **Luma Brighter Learning Value Statement:**

*Learning. Done. Better.*

Luma is the leading learning company in the transportation & logistics industries. Luma's comprehensive eNugget® Connected Learning Platform has shown measurable results in helping organizations and fleets improve safety, communication, and compliance.

### **Luma's Core Values / Operating Principles**

- **CUSTOMER COMMITMENT:** We build relationships that make a positive difference in our clients' and our lives.
- **INTEGRITY:** We deliver on our promises.
- **QUALITY:** What we do, we do well.
- **PASSION:** Committed in heart and mind.
- **TEAMWORK:** We can all do small things, but together we can do something wonderful.

### **Key Responsibilities**

The Marketing and Sales Coordinator supports the growth and visibility of Luma by executing marketing strategies, coordinating social media engagement, and assisting the sales team with outreach and client engagement. This role is responsible for managing social media platforms, creating and curating content, planning and coordinating conference and trade show participation, and providing operational support to the sales team. The Marketing and Sales Coordinator ensures alignment across marketing and sales functions, amplifying Luma's presence in the transportation and logistics industries.

### **Ideal Personal/Professional Performance - Behavioral Characteristics**

The person selected to fill this position will possess the following key personal characteristics:

- Creative Storyteller
- Organized & Process-Oriented
- Collaborative Spirit



- Results-Driven
- Customer-Centric
- Effective Multitasker
- Innovative & Insightful
- Detail-Oriented
- Truthful & Honest
- Resilient & Adaptable
- Energetic with Moderate Extraversion

### **Knowledge, Skills, and Abilities Required to Effectively Perform (KSAPs)**

- **Social Media Strategy & Execution:** Demonstrated ability to design and implement a multi-channel social media strategy aligned with organizational goals.
- **Conference and Event Coordination:** Skilled in planning and managing trade show and conference logistics, including booth design, collateral, shipping and on-site execution.
- **Content Creation & Storytelling:** Strong skills in creating compelling copy, graphics, and multimedia content tailored for various platforms (LinkedIn, X, Instagram, YouTube, etc.).
- **Sales Support:** Familiarity with CRM tools, lead tracking, pipeline reporting, supporting proposal development.
- **Analytics & Reporting:** Proficiency in social media analytics tools to measure performance, generate insights, and adjust strategies accordingly.
- **Brand & Industry Knowledge:** Understanding of brand positioning, voice, and messaging; awareness of trends in the transportation, logistics, and e-learning industries is a plus.
- **Community Management:** Skilled at engaging followers, managing comments/messages, and fostering positive online communities.
- **Cross-Functional Collaboration:** Experience working with marketing, sales, product, and client success teams to align messaging and campaigns.
- **Marketing Campaigns:** Knowledge of external and internal advertising strategies, targeting, and optimization.
- **Project & Time Management:** Ability to handle multiple projects and deadlines simultaneously with a disciplined workflow.
- **Design & Multimedia Fluency:** Familiarity with tools such as Canva, Adobe Creative Suite, or video editing software.



- **Crisis Communication & Reputation Management:** Capable of navigating sensitive topics with integrity and professionalism.

### **Key Performance Outcomes/Results**

An experienced Marketing and Sales Coordinator will be accountable for:

- Designing and executing a social media strategy that increases brand visibility, engagement, and follower growth.
- Producing and scheduling high-quality, on-brand content consistently across platforms.
- Driving measurable engagement through campaigns, thought leadership, and storytelling initiatives.
- Ensuring brand voice, messaging, and visual identity are consistent across all social platforms.
- Analyzing and reporting performance metrics to inform leadership and refine strategies.
- Growing Luma's thought leadership presence within transportation, logistics, and e-learning spaces.
- Coordinating with marketing and sales to amplify campaigns, product launches, and events.
- Execute outbound lead-generation campaigns via email, phone, and social media.
- Managing influencer/partner collaborations to extend Luma's reach.
- Responding promptly and appropriately to customer and community engagement opportunities.
- Proactively monitoring industry and competitor trends to position Luma as an innovator.
- Coordinating Luma's presence at conferences and trade shows, ensuing seamless planning execution, and post-event follow up.
- Supporting the sales team by preparing collateral, proposals, and sales enablement materials.
- Maintaining CRM data accuracy to assist with pipeline visibility and decision-making.
- Monitoring data in Zoominfo web insight tools and add it to leads in Hubspot.
- Partner with sales to amplify campaigns and events that generate new business opportunities.
- Qualify inbound and outbound leads and pass them to sales for follow-up.



- Collaborate with operations to gather case studies and success stories for marketing use.
- Assist with customer communications (email newsletters, product updates, etc.).

### **Collaboration**

- This role will report to the Director of Sales and Marketing.
- This role will work closely with the marketing and sales team and cross-functional leaders.

### **Job Type & Benefits**

**Job Type:** This is a full-time remote employment position in AZ, TX, WI, OH, SC, AL, MT, CO, NC only. This is a full-time 40-hour a week position.

#### **Benefits:**

- **Paid Time Off:** PTO policy in accordance with policy provisions.
- **Holiday Pay:** 7.5 paid company designated holidays, including your birthday.
- **Education Credit:** \$1500 annual education credit for programs supporting role success.
- **Health Insurance:** 75% of employee-only medical premiums covered by Luma. Dental, vision, and optional life insurance available that Luma covers 50%.
- **Retirement:** Eligibility to participate in the 401k program.

### **Physical Demands and Work Environment**

- Regularly required to talk or hear.
- Frequent use of hands/fingers for digital tools.
- Occasional standing, walking, and reaching.
- Vision abilities include close and distance vision, plus ability to adjust focus.
- Work environment noise level is usually low to moderate.

#### **Note**

This job description does not imply these are the only duties of the position. Employees may be required to perform additional job-related responsibilities as directed. All



responsibilities are essential functions and may be modified to reasonably accommodate individuals with disabilities. Employment remains "at-will."

**Industry:** E-learning

**Employment Type:** Full-time