

Job Title: Marketing Coordinator

Location: RMS Omega - Rosedale, MD Office (Onsite)

Job Category: Marketing | Status: Full-time Employee

About RMS Omega

At RMS Omega Technologies, we're passionate about improving outcomes through strategic technology solutions. We are a leading systems integrator of advanced tracking and automated data collection solutions utilizing RFID, RTLS, mobile data collection, barcode printing, scanning and wireless RF networking. If these types of technologies excite you, we would love for you to join our team.

Job Description

We are looking for a Marketing Coordinator to join our growing marketing team and support a wide range of initiatives including creative content development, lead generation, digital marketing, and sales enablement. This is a hands-on role for a motivated marketer who enjoys both creative work and data-driven execution.

The ideal candidate is organized, collaborative, and eager to learn—someone who can balance design, writing, analytics, and coordination while helping elevate our brand and support revenue growth. A strong interest in technology and eagerness to learn is highly desirable.

Key Responsibilities

Creative & Content Development

- Create and assist with marketing collateral including brochures, presentations, proposals, digital ads, videos, infographics, and customer-facing resources
- Write and edit copy for websites, blogs, email campaigns, social media, press releases, and sales materials
- Develop reusable templates for presentations, proposals, and marketing assets
- Support website content updates and ongoing maintenance
- Maintain an organized library of marketing assets (images, videos, guides, templates)
- Ensure brand consistency across all creative materials

Lead Generation & Digital Marketing

- Respond to inbound marketing and sales inquiries, routing leads to appropriate team members
- Update and maintain CRM records with lead data, notes, and campaign attribution
- Track, update, and report on lead activity for manufacturer and distributor partners
- Assist with automated email marketing and lead-nurturing campaigns
- Support PPC, paid social, and account-based marketing initiatives
- Assist with SEO optimization and website analytics reporting

Campaigns, Events & Social Media

- Assist with planning and execution of marketing campaigns across digital and traditional channels
- Support event marketing efforts including trade shows, webinars, and customer events
- Assist with social media content creation, scheduling, and engagement
- Coordinate with internal teams to gather images, logos, stats, and messaging for campaigns

Collaboration & Marketing Operations

- Support sales enablement efforts by creating and maintaining customer-facing documents and resources
- Collaborate with sales on lead follow-up, reporting, and customer reference opportunities
- Assist with CRM process improvements and reporting
- Maintain positive relationships with vendors, partners, and internal stakeholders
- Research and recommend new tools, ideas, and tactics to strengthen brand visibility and performance

Skills & Qualifications

Required:

- Strong written and verbal communication skills
- Proficiency in Microsoft Office (Word, PowerPoint, Excel)
- Strong organizational skills and attention to detail
- Ability to manage multiple projects and deadlines
- Professional, customer-focused demeanor
- Comfortable working in a collaborative, team-oriented environment

Preferred / Nice to Have:

- Experience with CRM platforms (HubSpot, Connectwise, or similar)
- Experience with WordPress or other CMS platforms
- Familiarity with Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere Pro)
- Experience with paid digital advertising (Google Ads, Bing, LinkedIn Ads, Meta)
- Knowledge of SEO, analytics, and lead-generation tactics
- Graphic design or video editing experience

Education & Experience

- Bachelor's degree in Marketing, Communications, Business, or related field or equivalent work experience
- 1–3 years of experience in a marketing, creative, or coordinator role preferred
- Internship or entry-level candidates with strong writing samples or portfolios will be considered
- Interest in new and emerging technology.
- Demonstrates a desire to learn and grow.

Benefits & Compensation

- Competitive compensation and benefits package commensurate with experience, including:



- Dental and Vision Insurance
- Short- and Long-Term Disability
- Life Insurance Contribution
- 401(k) Match
- Health insurance coverage
- Flexible PTO, holidays and sick time

At RMS Omega, we work as a team to accomplish goals. We're looking for someone who is a team player and excited to learn new things. If you think you would be a good fit, please submit your resume, cover letter, and salary requirements.

All applicants must be authorized to work in the United States.

To inquire, please email careers@rmsomega.com.