



PENTAX RICOH IMAGING AMERICAS CORPORATION, located in Denver, CO is currently seeking a Retail Marketing and Trade Show Coordinator. This position will work closely with marketing, sales and product management to execute the retail and trade exhibits needed to improve sell-through and achieve corporate goals. This position develops industry defining retail displays, POP, regional advertising, sponsorships, education, trade, and business assets for a growing network of photographic industry dealers.

The Retail Marketing and Trade Show Coordinator must be able to drive product and brand messaging at the retail level by providing the proper marketing tools to the account management team and retail partners. Will coordinate all consumer-facing media specific to retail locations to create and distribute industry-leading regional advertising, POP, product displays, literature, educational material, seminars, and any other activity necessary to enhance the retail experience. Research and analyze competitive retail presentations, and coordinate the design, implementation and measurement of post sales activities. This position will plan and execute various year-round trade shows and events of varying sizes, including maintaining inventory, space selection and design, budget research, exhibit house selection and management, ordering show services and show staff from beginning to end.

Qualified candidates will have a Bachelor's degree in Marketing, or a related discipline. Candidates must possess strong retail marketing experience, along with 3-4 years of prior work experience in a marketing environment. Excellent oral and written communications required, along with attention to detail and the ability to follow project through to completion. Proficiency with Microsoft Office is required, along with the ability to travel up to 40%.

For further consideration, please apply with your salary requirements to: [employment@prac.pentax.com](mailto:employment@prac.pentax.com)

***PENTAX RICOH is committed to the principles of Equal Employment Opportunity.***