

## JOB DESCRIPTION

**DEPARTMENT:** Corporate Brands

**JOB TITLE:** Brand Coordinator

**MANAGER:** Cassandra Zarrelli

**DATE POSTED:** January 2026

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### COMPANY OVERVIEW

Established in 1993, [Creative Materials Corporation](#) supplies surface materials such as tile, resilient flooring, pavers and setting materials to the commercial construction industry. Utilizing extensive experience, Creative Materials guides architecture firms, developers, and corporate multi-unit brands through product specification and the successful supply of materials. Creative Materials adds value to client's projects by offering an unmatched combination of product sourcing capabilities, nationwide supply chain solutions, and excellence in service.

### COMPANY VISION

To set a new standard for partnering with surface material suppliers on commercial projects.

### COMPANY MISSION

To help our clients design and build better communities by simplifying the selection and supply of surface materials on commercial construction projects.

### COMPANY CORE VALUES



One culture, aligned around the same vision, living by the same values. We trust one another to do our part as a team to make each project successful.



**Care About Others**

We recognize that successful business outcomes require successful people outcomes. Our first priority is to be people helping people.



**Client First**

We're a service company that happens to sell products. It's how we apply thoughtfulness and problem solving to help clients achieve the best outcomes possible that sets us apart.



**Creativity**

In a rapidly changing world, what worked yesterday may not be effective today. We challenge the status quo, encourage innovation, and aspire to set new standards of how value can be offered to our clients.

## LOCATION

Open to talent in Albany, NY and Boston, MA market.

## POSITION SUMMARY

Reporting to the Manager of Brand Services, Brand Coordinator plays a vital role as the primary owner of corporate relationships and customer satisfaction. Although in a team environment, this position requires a detail-oriented, proactive, and engaging professional who takes ownership of their responsibilities with an emphasis on anticipating the needs of the organization, corporate partners, and customers. A Brand Coordinator must be self-motivated, organized, and disciplined to execute in a multi-faceted business environment proactively – strategic, planned, and purposeful activity is essential in maximizing the customer experience and to organizational success. Ability to build external and internal relationships is a must.

## RESPONSIBILITIES

- Be the subject matter expert pertaining to corporate accounts assigned.
  - Understand the design intent of the brand and the products we are supplying to meet that design.
  - Be curious and stay informed of any pertinent news regarding the brand.
- Work with contractors to confirm and/or obtain all information necessary to finalize sales orders, with special attention being paid to lead times, products and quantities, delivery parameters and requirements, and payment arrangements. Responsibilities related to sales order finalization include:
  - Checking stock availability of requested products, whether at Company third-party warehouses or manufacturer facilities.
  - Entering sales orders as necessary in support of customer requirements.
  - Working with external customers to obtain approvals on sales orders and verifying that payment arrangements which were made are executed against in advance of order moving to the shipping department, as required.
  - Ensuring that all requisite activities and paperwork have been handled and that a sales order is set up for success before transitioning the order to the shipping department for release and shipment to the end-customer.
- Create and issue necessary documents related to the release of materials from Company third-party warehouses or the purchase of materials from Company vendors to fulfill customer sales orders (Purchase Orders, Order Acknowledgements, etc.).
- Work closely with internal teams to troubleshoot any customer-related problems that occur during the order fulfillment process.



Creative Materials Corporation is a 2022 Top Workplace!

## **SKILLS AND QUALIFICATIONS**

- Strong competency in standard MS Office applications, especially Outlook, Word, and Excel.
- Experience using a Customer Relationship Management (CRM) solution (ie – Salesforce) is helpful, but not required.
- Strong interpersonal skills – notably communication, engagement, and confidence.
- A high attention to detail and a keen ability to function in a constantly changing environment which requires rapidly shifting priorities.
- A proven track record of success with both individual and collaborative problem-solving, showing demonstrable evidence of sound judgment and decision-making.
- A degree in Business Administration or a related field which is supportive of the role is strongly preferred, but not required.
- While experience is helpful, recent or upcoming college graduates are encouraged to apply.