

POSITION: Marketing Specialist

LOCATION: Houghton, MI or Fort Myers, FL

CLASSIFICATION: Exempt

REPORTS TO: Marketing Director

POSITION DESCRIPTION

The Marketing Specialist is responsible for developing and maintaining marketing strategies to meet organizational objectives. The Marketing Specialist will evaluate customer research, market conditions, competitor data and implement marketing plan changes as needed. This position will oversee development and implementation of support materials and services of marketing, communications and public relations. The Marketing Specialist will work closely with the Marketing Director in customer expansion and sales increase in Global Markets (primarily the United States, United Kingdom, European Union and Australia). Typical responsibilities include planning, developing, managing and executing initiatives to grow market share through finding new customers and increasing loyalty among existing customers. This position will identify new user channels to increase engagement.

PRINCIPAL ACCOUNTABILITIES

- Testing, measuring and refining marketing efforts, building brand awareness and improving user experience
- Provide new measuring methods, such as web analytics, social media monitoring and increasing search engine optimization
- Administer marketing communications including branding, advertising, editorials, analyst and market research management, website and Social Media content management either directly or on an outsourced basis
- Provide necessary support to the Sales team such as preparation for effective sales tools, sales training, competitive analysis, presentations, etc.
- Work closely with Marketing Director to develop and manage channels in market exploration
- Track metrics and monitor success of marketing programs and activities
- Maintain communications and information consistency, including templates, tag lines and logo usage
- Regular website and social media platform maintenance with up-to-date photos, blog entries, posts, announcements, etc.
- Track metrics and success criteria for website programs and social media platform activities both directly and with outsourced agency partner
- Participate in the development, execution and monitoring of marketing programs
- Assist in the preparation and execution of tradeshow and sales meetings
- Design sales presentation content, slides and brand messaging
- Ability to work safely in office, production facility, trade show and job site environment

ATTRIBUTES

- Excellent verbal and written communication skills
- Ability to identify and resolve problems and handle multiple assignments
- Highly organized and eager to learn
- Ability to solve problems using existing systems and processes with effective analytical skills
- Proactively establish and maintain effective working team relationships with all departments
- Build trust, value others, drive execution, foster innovation, focus on the customer, solve problems creatively and demonstrate high integrity
- Capable of identifying and developing processes and process improvements
- Maintain a positive attitude in high-pressure situations



- Strong sense of urgency

EDUCATION/EXPERIENCE

- Bachelor's degree in Marketing or related field required
- 3 to 4 years' experience within the Marketing industry required
- Strong understanding of customer and market dynamics and requirements required
- Proficiency in website content management, data analysis, data management and social media communications required
- Experience with Adobe Suite preferred
- Multi-lingual preferred

WORKING CONDITIONS

- Regularly travel up to 20% of the time
- Ability to work extended hours as business needs dictate
- Ability to work safely in a manufacturing and construction site setting

JOB DESCRIPTION ACKNOWLEDGEMENT: I have received, reviewed and discussed any questions I may have had about this job description prior to signing this form.

PRINTED NAME: _____

SIGNATURE: _____

DATE: _____