



MARKETING ASSOCIATE JOB DESCRIPTION

This position supports a wide range of marketing activities, focused on the development and delivery of effective promotional material across all marketing channels.

Primary responsibilities

- Contribute to the creative design, content development and production of marketing materials
- Research and collate material for company newsletter and organize distribution
- Support lead generation projects aligned with CRM process
- Develop content for social media platforms with pipeline of regular and original posts
- Monitor performance using analytics tools for website, social media and email campaigns, and identify ways to boost digital metrics
- Prepare and distribute marketing campaigns
- Liaise with external agencies including the media, vendors, business partners and community
- Coordinate activities and collateral for company attendance at industry events
- Update and maintain accuracy of content across all marketing channels
- Assist with press release preparation and distribution
- Provide and maintain company information for industry publications
- Collaborate on projects across multi-functional teams to support commercial activities
- Monitor media outlets for relevant industry or competitive news
- Manage catalog of marketing documents and promotional material
- Maintain databases for press releases, contacts, distribution lists, etc.

Knowledge, Skills and Abilities

- Excellent verbal and written communication skills with professional writing style
- Proficient in Microsoft Office Suite
- Superior attention to detail and a creative eye for design
- Extremely strong organizational skills with ability to multi-task and work to deadlines
- Knowledge of social media platforms, best practices and KPIs
- Understanding of marketing optimization and analytics tools
- Experience with website and graphic design preferred, e.g. PhotoShop, WordPress
- Able to receive and apply critique of writing or promotional material

Benefits

- 401(K) with Company matching
- Health insurance
- Dental and Vision insurance
- Life insurance
- Employee discounts

- Tuition Reimbursement
- Paid time off

Work Hours:

- Full-time (40 hours per week)
- Workplace is remote with minimal travel