

Job Description

Job Title:	Marketing Associate
Job Summary:	Responsible for assisting with the planning, creative design and successful execution of Marketing projects designed to maximize market share, brand awareness, sales and company profitability, enhance the company and brand image.
Wage Category:	MAS I, II, III
Department:	Marketing
Reporting to:	Marketing Manager
FLSA Status:	Exempt (Fair Labor Standards Act)

Responsibilities of essential functions include:

1. Write and edit content, create layout/design, proofread and submit for review/approval all marketing materials
2. Maintain marketing materials library on shared company drive
3. Assist with coordination of artwork needed for marketing materials including catalog, brochures, presentations, email templates, social media posts, trade show graphics/signage, ads, etc.
4. Assist with catalog updates including layout, editing, and proof review; submit approved files to printer
5. Assist with brand management and ensure branding guidelines are being followed
6. Review media kit calendars in publications and recommend issues for ads, product releases, editorials
7. Coordinate and submit insertion orders and approved files for ads and product releases to publisher
8. Maintain/update company website and search engine optimization
9. Research and execute programs for effective email marketing campaigns
10. Create templates and content for email marketing campaigns, upload email list(s), and send emails to targeted email list(s)
11. Monitor competitor websites and social media platforms, gather research on new platforms available and provide recommendations to management
12. Complete marketing information on internal forms to update master product file, catalog and website with new, discontinued and changes to existing part numbers and cross reference information, check information entered into MPF/Sage as needed
13. Develop and maintain a marketing budget for advertising and printed materials
14. Design and implement customer surveys, tabulate results and report to management team
15. Recommend promotional and other marketing related items to order; coordinate order placement
16. Attend trade shows as needed
17. Assist Marketing Manager, Marketing Assistant and Trade Show Coordinator as assigned
18. Act as backup to Marketing Manager and Marketing Assistant as needed

Responsibilities of non-essential functions include:

19. Maintain commitment to Quality Goals and Quality Policy
20. Complete jobs and tasks as assigned

21. Working Schedule: 8:30am to 5:15pm with a 45 minute unpaid lunch

Employee: _____
Last Name First Name Initial

Nothing in this job description restricts management's right to assign or reassign responsibilities to this position at any time.

Signatures:

Employee mm / dd / yy

Manager/Supervisor mm / dd / yy