

JOB POSTING

Job Opening Date: April 19, 2019

Job Closing Date: When position is filled

Job Title: Marketing Associate

Department: Commercial

Job Location: Long Beach, Calif.

Contact: Human Resources Dept.

Qualifications & Skills Required

- Develop all aspects of marketing campaigns: campaign strategy, creative assets, copy writing, HTML templates, list and database management, campaign execution and reporting.
- Coordinate offline and online events:
 - Work with sales (and marketing) leadership to book trade shows, organize collateral, reserve equipment, prepare shipment to/from tradeshow, promote event to contacts, update leads lists to database, execute follow up campaigns and report on success of event.
 - Work with marketing leadership to develop webinars: set up, promotion, list development, database updates and reporting.
- Develop promotional materials: adverts, flyers, catalogs, etc.
- Develop marketing content to drive demand and generate leads.
- Update the web site to support events and other promotions.
- Develop and maintain social media messaging channels.
- Support global distributor network with regular communications and updates on products, pricing and events.
- Manage and update marketing contacts in databases (Dynamics 365 for Sales/CRM and Marketing Automation) and develop and maintain lists to feed lead generation campaigns.

Education and/or Work Experience

- BA/BS with 1 – 3 years' experience, preferably with a background in marketing communications, graphic design, video and website content management.
- Experienced in marketing communications and graphic designs.
- Excellent communication skills, both written and oral.
- Organized and detail oriented with excellent project management skills. Be able to effectively manage different types of projects and multiple deadlines.
- Produce high-quality, accurate work while managing a large number of projects.
- Self-motivated and efficient with proactive approach to getting things done.
- Work with a cross-functional team to produce results in timely manner.
- Technical knowledge and computer skills for the following software programs: Microsoft Office, Adobe PhotoShop, Publisher/InDesign, HTML and a number of other programs.
- Understand complex technology and databases, including but not limited to Customer Relationship Management (CRM) tools.
- Be able to work with large, complex lists and databases in Excel and other programs. Segment lists and provide A/B testing strategies for campaigns.
- Be able to analyze campaign performance and publish regular reports to team with insights on how to optimize.
- Video experience a plus.
- Lift and carry marketing materials including catalogs, manuals, display booths, posters, and other print materials.
- Lift and carry NHIC products up to 25 lbs. of weight for tradeshow and conferences.

Please email resumes to hrdept@metroports.com