



Position: Marketing Specialist

Location: FWUS

Position Type: Full Time

Reports to: Business Development Manager

Purpose:

Ideal candidates must be extremely motivated and have a passion for B2B marketing. The candidate will possess excellent time management skills and be able to interact well with all levels of company personnel and management. This person will be required to learn centrifuge applications and understand the functionality of the equipment. Must present a professional image and have excellent written and oral skills. Must have a good understanding of multimedia design programs including photo, video and web editing tools. Must possess advanced Microsoft-office tools skills. Minimum requirements include a bachelor's in marketing, Business management, or something related, with 1-2 years of relevant experience.

Primary Responsibilities: Tradeshow Management

- Compile a list of all the trade shows in a calendar year.
- Order and pay for booth space for all shows.
- Manage certificate of insurance
- Register booth staff.
- Make hotel reservations for staff for some of the shows.
- Submit company description.
- Order show services i.e. carpet, electric, cleaning, drayage, furniture, lead retrieval, etc.
- Get exhibit materials ready for shipment.
- Correspond with Shipping Coordinator and Shipping Department regarding inbound and outbound exhibit materials shipments.
- Manage trade show budget; work with accounting to assign proper transaction codes; track and verify invoicing for trade shows.
- CRM entering of lead from the shows.
- Participate in pre- and post-show marketing campaigns; calling, mail, email, etc.
- Participate in messaging and visuals creation.
- Order and organize all promotional items, company brochures (55), company shirts and jackets and keep record; Order and send out company Christmas cards.



Additional Responsibilities:

Media Relations:

- Coordinate press releases with local media and national trade association media
- Compile and maintain media contacts.
- Register and renew company associations and memberships.

Communications:

- Ability to articulate technical topics on video for promotional purposes.
- Coordinate case study potentials, write the stories, video shoots (or coordinate freelancers)
- Compose and schedule social posts.

Other tasks:

- E-Learning development and management
- Digital file management
- Managing season passes for sponsored teams.

Qualifications:

Skills

- Advanced creative writing skills – must be able to capture the company’s activities and relate them to the customer in an industry appropriate tone.
- Database management – CRM experience; ability to manipulate excel files for various needs (budgeting, target contacts, etc.)
- Project management tool – ability to create and manage projects using a digital planner - experience desired but not required.
- Email tool management experience desired but not required.
- Critical thinking

Eligibility:

- Must be legally authorized to work in the United States.
- Position requires a valid driver's license.