OPEN POSITION
Marketing Specialist

PRIMARY DUTIES AND RESPONSIBILITIES:

• Assists in executing marketing campaigns to prospective and existing customers.
• Leads tradeshow logistics and assists with marketing materials, booth design, demos, graphics, etc. for North America.
• Assists in lead generation activities that include social media, web site, tradeshows, etc.
• Assists in writing and creating digital marketing material that includes blogs, social media posts, website, newsletters, brochures, etc.
• Creates and maintains sales and marketing dashboards using Hubspot, SalesForce CRM, Google Analytics.
• Creates and delivers variety of digital marketing campaigns in collaboration with product marketing team including e-newsletters, e-blasts, banner ads and other forms of digital content delivery.
• Maintains specialty marketing/sales materials such as promotional items and print material for use in sales and marketing efforts.
• Performs other duties as assigned by manager if the event of special projects or unplanned tasks in a timely and efficient manner.

EDUCATION AND EXPERIENCE REQUIRED AND PREFERRED:

• Two years of previous experience is preferred.
• Strong recent graduates considered.
• Bachelor’s Degree in Marketing, Communications or English preferred.
• Excellent written and communication skills required.
• Strong digital marketing skills preferred.
• Ability to learn and understand business strategies required.
• Continuous improvement approach required.

HOW TO APPLY:

• If you are interested in being considered for this position or would like to refer a candidate, please notify Noelle Forde or have the candidate email their resume to jobs@sencorpwhite.com