



Marketing Specialist

Department:	<i>Business Development</i>
Reports To:	<i>VP Sales & Marketing</i>
Supervises:	<i>n/a</i>
FLSA Classification:	<i>Exempt</i>
Approved By:	<i>P. Ludwig, CEO</i>
Revision Date:	<i>1/26/2019</i>

JOB PURPOSE:

The Marketing Specialist is responsible for developing marketing plans and strategies. This role directs development, promotion and implementation of marketing strategy and programs, tools and processes to increase sales for the company.

ESSENTIAL DUTIES and RESPONSIBILITIES:

- Works with executive management, defines annual marketing priorities, establishes and implements annual Marketing Plan, collaborates and works with other areas of the company, researches and recommends marketing programs and tools to build relationship marketing and generate new sales.
- Oversees the development, promotion and implementation of marketing programs and tools. Manages the ongoing process of supporting corporate marketing and sales systems. Develops new marketing programs, tools and printed collateral as defined in our marketing strategy.
- Monitors, measures, evaluates and reports marketing results on an ongoing basis. Establishes benchmarks, develops supporting reports and communicates results. Provides quarterly reports to the Executive Leadership Team.
- Stays abreast of ongoing industry research, trends and drivers. Oversees marketing research and applies to marketing strategy as appropriate. Trains and educates the Product Managers and Executive Leadership Team on marketing trends and drivers. Participates in company annual strategic planning process, utilizing expertise in market trends and competition.
- Ensures that the following marketing tools are kept current as news, updates and product launches become available: Corporate presentation; company website; company blog(s), behavioral marketing campaigns; trade show booth and related materials; brochures and data sheets; sales demo cases; email blasts. Helps create company branding and positioning.
- Oversees marketing activities related to all product launches; trade magazine ads strategy, creation and publishing; trade show promotion and follow-up; lead generation analysis.
- Manages the development of documented processes and procedures for the team's activities including but not limited to: Design and development of new marketing materials, direct mail, budgeting and maintenance of marketing materials and supplies, development and maintenance of marketing material on social media, the website, the internet, email marketing and on demand print content.
- Writes articles for the company newsletter, creates articles, case studies, webcasts and videos for the website.
- Performs other duties as requested.

Travel: This position will be located in company headquarters. Some travel (~10%) may be required for customer visits or company trades shows.

An individual in this position must be able to successfully perform the essential duties and responsibilities listed above. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.



The above list reflects the general details necessary to describe the principle and essential functions of the position and shall not be construed as the only duties that may be assigned for the position.

PREFERRED QUALIFICATIONS:

Education - Bachelor's degree in Marketing or related field

Experience and/or Training - Minimum of five years of previous sales or marketing experience

Technology/Equipment – *Google Ads, Email blast tool, MS Office products, website CMS; ERP system; CRM*

- *Excellent written and verbal communications skills*
- *Excellent project management and organizational skills*
- *Ability to operate office equipment: personal computer, telephone, printer, copier, scanner and fax machine*
- *Adept at social marketing: LinkedIn, Youtube Channel, Facebook, Twitter and others as needed*

PHYSICAL AND MENTAL DEMANDS:

While performing the duties of this job, the employee is frequently required to sit; talk or hear; and use hands to handle, or touch objects or controls. The employee is regularly required to stand and walk. On occasion the incumbent may be required to stoop, bend or reach above the shoulders. The employee must occasionally lift up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

The mental and physical requirements described here are representative of those that must be met by an individual to successfully perform the essential functions of this position.

WORKING ENVIRONMENT:

Work is typically performed in an office environment. The noise level in the work environment is usually moderate.

The work environment characteristics described here are representative of those an individual encounters while performing the essential functions of this position.

I have read and understand the duties, responsibilities and requirements for this position.*

Employee Acknowledgement

Date

*This document does not create an employment contract, implied or otherwise, other than an "at-will" employment relationship. HED, Inc. retains the discretion to add duties or change the duties of this position at any time.