

The **Marketing Specialist** develops, coordinates and manages promotional and marketing campaigns. The successful candidate possesses exceptional creative and analytical skills. The candidate will be organized and capable of managing multiple workstreams simultaneously. The candidate will also be able to work independently across geographies and launch a series of projects in rapid iteration. The Marketing Specialist requires candidate with strong writing, analytical and content management skills. Candidate must be able to compose compelling copy and design and ensure that it meets accepted quality standards. Analyze and report findings to management is also a key part of this role.

Essential Duties and Responsibilities include the following:

(Other duties may be assigned)

- Generate compelling messaging for promotional and marketing campaigns
- Coordinate and execute marketing initiatives
- Partner with Service and Sales teams to monitor effects of promotional and marketing campaigns
- Report on campaign metrics
- Define target market and product position for new products
- Develop and publish marketing and sale collaterals
- Work cross-functionally to ensure new product introductions launch on time
- Develop, coordinate and manage website product and marketing content
- Coordinate and support tradeshow, events and exhibits

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Education and/or Experience Requirements:

- Bachelor degree in business, marketing or related field
- 1-2 years experience in online and/or offline marketing
- Experience developing customer-facing content

Knowledge and Skill Requirements:

- Excellent verbal and written communication skills
- Ability to effectively prioritize projects and meet aggressive, recurring deadlines
- Ability to analyze data and trends to support assumptions, identify opportunities and assess the efficacy of promotional and marketing campaigns
- Ability to exercise tact and good interpersonal skills
- Understand the use of web metrics using Google Analytics
- String familiarity with Microsoft Excel and PowerPoint
- Familiarity with HTML
- Experience with SAP a plus
- Analytical and problem solving skills;
- Ability to be pro-active with a sense of urgency
- Be a self-starter, a highly motivated person able to work in a fast paced environment that is continually changing