

Job Title:	MARKETING ASSISTANT	
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SOP's:	Type of position: <input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Contractor <input type="checkbox"/> Intern	Hours 40 / week <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Nonexempt
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JOB RESPONSIBILITIES

- Work with the Marketing Manager to promote products and services by developing and implementing marketing and advertising campaigns via social media; maintaining promotional materials inventory; assist with trade shows; maintaining databases; preparing reports.
- Implements marketing and advertising campaigns. Provides assistance under guidance of Marketing Manager in formulating advertising plans and material. Coordinates with Advertising outlets schedule of ad pieces for placement.
- Strong writing, editing and proofreading skills for a focused company message. Develop sales tools such as data sheets, customer case studies, white papers, and sales presentations for attracting prospects and increasing sales. Maintain all social media accounts by creating posts with a consistent message. Create customer e-newsletters, surveys, webinar scripts, corporate brochures, and equipment manuals.
- Prepares marketing reports by collecting, analyzing, and summarizing sales and source data.
- Keeps promotional materials ready by coordinating requirements; inventorying stock; placing orders; verifying receipts.
- Coordinate and capture high quality photos and videos for media/events to support company needs. Design, transport, set-up and operate video/photo equipment, including audio/lighting, for field and shop shoots.
- Plans meetings and trade shows by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing lists.
- Monitors budgets by comparing and analyzing actual results with plans and forecasts.
- Updates job knowledge by participating in educational opportunities; trade publications and industry educational opportunities.
- Any other tasks and duties as assigned.

JOB REQUIREMENTS

- Must have good interpersonal and writing skills, with the ability to communicate and engage with others to ensure delivery of clear message to audience and others. Ability to communicate technical information to non-technical personnel a strong plus.
- Must have strong computer skills. A basic knowledge of Microsoft Office (Word, Excel, PowerPoint), Adobe Creative Cloud Suite (Photoshop, InDesign, Premiere, etc.), WordPress.
- Must be able to take initiative, exercise good judgment, assume responsibility without direct supervision and make decisions within the scope of assigned authority.
- Must perform other duties as required and effectively manage budget and time. Multi-tasking and the ability to set priorities are required, organizational skills are essential, and a good work ethic is a must.
- Must be able to travel as required and have a valid driver's license.
- Applicants must be currently authorized to work in the United States on a full-time basis to be considered for this position.

WORK EXPERIENCE REQUIREMENTS

- Marketing and or Business Administration. 1 to 3 years in administrative, marketing or sales position.

EDUCATION REQUIREMENTS

- Associate Degree in Marketing and or Business-related study, or equivalent work experience preferred.

Date: 11/20/2024

If you are interested, please send your resume to Mike Zaharof at careers@inductoheat.com