



ADVANCED TECHNOLOGY.
PROVEN PERFORMANCE.

JOB DESCRIPTION

.....
POSITION: Marketing Assistant **DATE:** January 3, 2012

DEPARTMENT: Sales

P/R TYPE: Exempt

SUPERVISOR: Marketing Director/ President

.....
Primary Function: Manage all Online and Offline Marketing Activities

Duties and Responsibilities: Advertising, Public Relations, Website Management, Maintaining and Creating Catalogs and Brochures, Social Media Marketing, Email Marketing, Search Engine Marketing, Search Engine Optimization, CRM Administration, and Brand Management.

Minimum Qualifications/Experience:

- BA or BS in Marketing, Journalism, or Public Relations
- 2-5 years experience at Public Relations Company, Ad Agency, and/or Marketing Firm
- Excellent Written and Verbal Communication Skills
- Experience with Public Relations writing Press Releases, White Papers, and Articles
- Experience with Social Media, preferably Social Media Marketing
- Exposure Developing Advertising
- Interest in SEO, SEM, and Online Analytics/Metrics
- Exposure to Brand Management
- Proficient with Microsoft Office: Word, PowerPoint, and Excel
- CRM Experience preferred
- Possess Analytical and Problem Solving Skills from Experience and Understanding of Basic Marketing and Business Concepts
- Must be able to Multi-Task, Manage Resources, Organize Work, and Prioritize Tasks to Meet Deadlines
- Must be Self-Motivated and Enthusiastic with a Strong Work Ethic