

ILLUMITEX

Marketing Specialist

POSITION OVERVIEW

The Marketing Specialist works closely with the company outside and inside sales teams to have a positive impact on brand growth and sales force effectiveness, by managing marketing programs, website development and activity, events and conventions, material development and production, developing and implementing overall communications plan.

The Marketing Specialist will be an experienced generalist with a flexible and entrepreneurial attitude to implement and coordinate, per the direction of the Director of Marketing, various marketing activities, which support the immediate and long-term growth of the company business units and products.

The Marketing Specialist is expected to work closely with the Director of Marketing, and Vice President of Sales and Marketing to support the activities detailed in the Marketing Plan and overall sales goals. The Marketing Specialist must adhere to the agreed upon activities and budgets outlined in the plan with the flexibility to accept changes and aggressive deadlines.

RESPONSIBILITIES

- Material Development: development and management of material production, including tradeshow support, newsletters, sales support pieces and additional department needs
- Sales force support: Responsible for providing effective marketing materials, programs and intelligence to support aggressive sales growth opportunities
- Communications Plan: Responsible for implementing all components of the communication plan.
- Implement lead generation via tactical strategies and marketing materials
- Prioritize and handle multiple projects and deadlines simultaneously
- Communicate complex concepts clearly at various levels
- Strong analytical skills, able to dissect data and reach logical conclusions
- Consult with management for direction as necessary
- Stimulated by taking initiative and owning responsibilities
- Provide trade show coordination, planning and set up
- Cataloging and maintaining all graphic files
- Adhering to the established corporate image and print work
- Manage leads/follow up
- Assist with copywriting as needed
- Perform general Marketing Department support
- File and archive internal marketing materials and reports
- Other duties may be assigned

The Marketing Specialist will be required to keep up with the latest developments within relevant areas essential to the completion of the above stated duties, to include informational seminars and conferences on all related and relevant topics and fields. In addition, the Marketing Specialist is expected to participate in department/company meetings etc.

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MINIMUM QUALIFICATIONS:

- The Marketing Specialist must possess strong communication skills, analytical skills and be highly creative/innovative in their thinking.
- Should be capable in basic graphic layout, design and printing to develop brochures, direct mail, Fax Mailers, Webinar materials, and Trade Show graphics.
- Must have website development experience and be able to edit/update websites
- Must be highly organized and detail-oriented with the ability to handle multiple projects and deadlines.
- Should be a team player with strong interpersonal skills along with 3-6 years of experience in marketing, advertising, or communications, but also be able to work independently as needed.
- Bachelor's degree in Marketing, Business, English or related fields

Nonessential Skills & Experience:

- Software experience (preferred):
 - Illustrator or In-Design
 - PhotoShop
 - PageMaker
 - Excel, Word, PowerPoint
- Oral communication skills and innovative thinking/creative abilities
- A proven ability to understand highly technical products and procedures.
- Organizational and Leadership skills with a proven track record of success

COMPENSATION AND ADDED VALUE –

In exchange for your background and willingness to give your best to the Illumitex team, we offer the following perks:

- Competitive base salary with commission and potential bonus opportunity
- Excellent healthcare, dental and vision programs with the company contributing towards the premium.
- Incredible PTO programs, we take care of our team
- 401(k) program
- A culture of appreciation and recognition for good ideas and a job well done

Illumitex will only employ those who are legally authorized to work in the United States. This is not a position for which sponsorship will be provided. Individuals with temporary visas such as E, F-1, H-1, H-2, L, B, J, or TN or who need sponsorship for work authorization now or in the future, are not eligible for hire.

TO APPLY PLEASE SEND RESUME AND SALARY REQUIREMENTS TO: hr@illumitex.com