

## Job Description

<b>Job Title: Marketing Associate</b>	<b>Reports To: Company President</b>
<b>Revision Date: October 2014</b>	<b>Part Time</b>

The marketing associate will support the company and our clients in the generation of our service offerings in the marketing and management services.

To accomplish this, the Marketing Associate will work closely with the teammates and clients to plan and implement marketing campaigns, develop content, and participate in any form of marketing or public relations to assist clients in company growth.

The Marketing Associate needs to have very strong written and verbal communication skills, be very organized, detail oriented, efficient, and reliable.

This is a full time position.

## Essential Job Functions

Employees with this title are held accountable for the following job functions. Performance levels on these functions are assessed in regular reviews and through the annual performance appraisal process.

- Develop unique or syndicated marketing materials, content, and communications for distribution on behalf of our clients. Develop marketing tracks in ConnectWise that distribute materials and communications at specified intervals.
- Prepare and recommend advertising materials required for packaging, advertising, and promotion of service offerings.
- Coordination of Client Social Media such as Facebook, LinkedIn, Google+, Twitter, and YouTube.
- Assist in managing public relations for the clients through numerous media and communications outlets.
- Client event coordination: business events, trade shows, and other various prospecting event.
- Special projects for the Marketing Department (as reviewed and defined by manager).
- Perform administrative marketing tasks that include documenting campaigns, drafting communications, designing marketing materials, and establishing and maintaining training programs that cover service offerings
- Initiate market research studies and analyze their findings.
- Execute & measure lead generation campaigns/plans to generate new sales opportunities.
- Communicate effectively and at appropriate times with all levels of internal staff and client personnel.
- Look for and develop methods that drive efficiency in our internal procedures.
- Develop/document internal processes and procedures.
- Develop vendor partnerships to generate leads and make use of Vendor Marketing Funds.
- Participate in the development of new service offerings.
- Perform other related responsibilities as determined by management.

## Company Core Competencies

Employees are expected to perform in a manner that is polished and that demonstrates a professional attitude and eagerness to help themselves and Equilibrium Consulting thrive.

### **Be a Role Model**

- You exemplify company core values: Integrity, Competency, Family, Timeliness, Respect, and Have Fun.
- You strive to be a valued performer and contributor and a positive model of professionalism.

### **Alignment to Company Goals**

- You are committed to the company's mission, vision, values, and goals.
- You understand the company goals, prioritize activities, and make decisions in alignment with them.

### **Customer Satisfaction**

- You provide efficient, timely and reliable support services required by clients to support their marketing objectives
- You listen well to clients' needs and respond to them in a way that is meaningful to them.

### **Time Management**

- You effectively prioritize multiple schedules and resources congruently.
- You work efficiently without sacrificing work quality.
- You effectively manage your calendar and time to meet all deadlines and appointments.

### **Team Player**

- You effectively interact with your team members and you share your knowledge and ideas with them in a generous and professional attitude.
- You pitch in as necessary to meet the demands of the work and you appropriately ask for help from your team.

### **Communication**

- You are effective in communicating with customers and all levels of the organizations, written and verbal.

### **Motivation & Commitment**

- You demonstrate an attitude that is motivated toward the company goals.
- You willingly accept assignments and take the timely and necessary actions to accomplish them.

### **Standards of Excellence**

- You set high standards of excellence for yourself and you strive to meet those standards.
- Your work is accurate, complete, demonstrates a level of professionalism that you and your teammates are proud of, and reflects positively of the company.

### **Ambition to Learn**

- You consistently establish and pursue training objectives that support your career and the company's goals.

### **Need for Supervision**

- Your work habits and results are such that you required only moderate supervision.

## Additional Requirements

- Assist the Sales Team as needed.
- Develop in-depth knowledge of our service catalog and how it relates to customer needs.
- Document internal processes and procedures related to duties and responsibilities.
- Responsible for entering time and expenses in ConnectWise as it occurs.
- Understand processes in ConnectWise by completing assigned training materials and blueprints on the ConnectWise University.
- Enter all work as activities or service tickets into ConnectWise.
- Utilize ConnectWise Projects where applicable: to organize and manage events or various long-term marketing projects.
- Experience with Hootsuite, Constant Contact, or similar tools.

### Education and Work Experience

- Have a Bachelor's degree or equivalent education/experience.
- Understanding of customer and market dynamics and requirements.
- Technical marketing skills.
- Proficient with general office applications.
- Experience in customer and market research.
- Experience in project management and completing tasks according to a defined work plan.
- Strong organizational, presentation, and customer service skills.
- Skill in preparing written communications and materials.
- Interpersonal skills: such as telephony skills, communication skills, active listening, and customer-care.
- Ability to multi-task and adapt to changes quickly.
- Typing skills to ensure quick and accurate data entry.
- Self-motivated with the ability to work in a fast moving environment.

### Physical Requirements

Position requires the following physical activity:

Sitting, standing, walking, typing, lifting, and/or carrying up to 20 lbs., crouching, bending, kneeling, reaching, stretching.

### Environment

- Work environment will usually be standard office settings. At times, you may be required to enter industrial or home office settings.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as required to meet the ongoing needs of the organization.