



Marketing Associate Job Description

The Job: The Marketing Associate will collaborate closely with the Director of Marketing and Communications to develop and execute marketing plans and strategies. They will be responsible for assisting with identifying promotional opportunities and creating marketing materials, such as advertisements, sell sheets, and videos. They will also assist and contribute to the planning and coordinating of various marketing events, such as exhibiting at conferences, participation in webinars, etc.

Part-time, remote position, Monday – Friday, normal office hours. 15-20 hours per week.

Salary Range: Hourly rate

Reports to: Director of Marketing and Communications

Specific Skills:

- **Ensures Accountability:** Holding self and others accountable to meet commitments.
- **Optimizes Work Processes:** Partner with Director of Marketing and Communications to analyze existing processes and identify opportunities to improve and optimize current operations, with a focus on continuous improvement.
- **Communicates Effectively:** Developing and delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences.
- **Instills Trust:** Gaining the confidence and trust of others through honesty, integrity and authenticity.
- Very proactive and detail-oriented
- Good organizational and time management skills
- Able to work without supervision
- Excellent organizational skills
- Demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations activities.
- Strong creative and problem-solving skills

Essential duties associated with this job:

- Assisting with management of the company's LinkedIn, Twitter, and YouTube profiles, including posting, replying to comments and messages, as well as making updates,
- Creating, revising, and formatting a variety of documents.
- Researching and executing outreach to relevant media outlets, podcasts, etc., for thought leadership opportunities.
- Assisting in the planning of various meetings, conferences, and trade exhibitions related to the industry
- Provide administrative and project support for various marketing programs.

Education, Training and Professional Experience:

- Bachelor's Degree in Marketing, Communication, business management or related fields, or relevant experience.
- 3+ years of experience as a Marketing Assistant or similar role
- Excellent client-facing and internal communication skills
- Excellent copywriting and editing skills
- Excellent organizational skills (wrangling spreadsheets, conference details, editorial calendar, etc.)
- Strong communication (phone, email, video calls, etc.)
- Familiarity with social media management (including writing, posting)
- Familiarity with graphic design tools such as Canva, Adobe, Photoshop, etc.
- Familiarity with video editing software
- Proficient in Microsoft Office, especially MS Word, Teams, and PowerPoint (able to create and edit slide decks and presentations)

Physical Demands: Physical Demands: The employee requires the physical demands described here to perform essential functions of the job efficiently. Therefore, reasonable accommodations may be made to enable individuals with disabilities to perform the job's essential functions.

While performing the job, the employee must frequently hear, talk, stand, sit, and use hands and fingers to operate the computer and phone. In addition, the Marketing Assistant is expected to have close vision due to the frequent work with computers.

This is not a comprehensive list of all duties and responsibilities of this job, and other duties may be assigned as the role evolves or changes as necessary.

For employees and applicants, this job description is subject to change, nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time, this description reflects management's assignment of essential functions, it does not proscribe or restrict the tasks that may be assigned; and this job description is subject to change at any time.

To be considered for this position, please submit your resume to Lee Ann Young, lyoung@unchartedhr.com.