

Marketing Specialist

Owatonna, Minneapolis, Statesville

The Marketing Specialist holds a crucial role in the marketing organization. Through collaboration with Product, Sales, and HR leadership this individual will execute strategies and tactics to efficiently drive messaging to the target audience through multiple digital mediums. By crossing-pollinating brand messaging across multiple disciplines this role ensures that the digital media seamlessly aligns with product launches, sales, and recruiting initiatives. Successful performance will result in an enhanced brand image and customer experience.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Social Media (Linked In, FB, Twitter) - Develop content (product promotion, employee engagement, recruiting etc), manage calendar, execute posts, and analyze and report Analyze and report on metrics.
 - Continuously assess and improve other “Social Media” conduits to beneficially impact both customers and employees.
 - Provide recap to leadership regarding the cost/benefit impact of social media strategy.
 - Note: Social media includes: Linked In, Facebook, blogs, white paper dissemination, email campaigns, email signature campaigns
- Product Launch Support - Develop content, manage calendar, execute posts and analyze and report results
 - Collaborate with Product teams to ensure all marketing plans are qualified and are in place to support product launches and product initiatives.
 - Coordinate with Product teams to formulate strategies and execute research to gather VOC regarding product and market trends.
 - Identify methodologies to digitally gather VOC and work with product teams to schedule and implement surveys on an ongoing basis.
- Website (www.amesburytruth.com) – Manage current site re-design. Manage and maintain accurate content. Analyze and report on metrics.
 - Continuously assess and improve the AmesburyTruth website to ensure customer and internal stakeholder experience is exceptional.
 - Develop a strategy to audit website, identify key areas of focus for improvements.
 - Develop tactical plan with resource requirements to systematically improve key areas of focus.
 - Develop metrics on user engagement with website: clicks, content interaction.
- Videos – Manage script and video development of new videos. Manage accurate content in existing videos.
- Overall Digital Presence - Explore current state and identify systems / tools that will improve AT’s digital marketing strategy and processes.

- Evaluate resource needs today and what is necessary to support the organization in the future digital marketing initiatives.
- Support HR –Tool development and social media content/posts.
- Support product launch initiatives – assist in the development of tools required for successful launch.

KNOWLEDGE / SKILLS / ABILITIES:

- Intellectual curiosity
- Strong organization and time management
- Ability to establish metrics for subjective advancement
- Ability to take concept to reality
- Agility in a dynamic organization
- Ability to work independently
- Strong collaboration skills
- Digital literacy

QUALIFICATIONS / PRIOR EXPERIENCE:

- Bachelor's degree related to Marketing, Business, or English
- Strong verbal and written communication skills
- Project management experience
- Experience using ClickDimensions, Adobe Suite, Microsoft Office
- 3+ years of professional experience
- Ability to travel up to 10% of the time, including international travel

The above statement reflects the general details considered necessary to describe the principal functions of the job identified and shall not be construed as a detailed description of all the work requirements that may be inherent in the job.

AmesburyTruth is committed to diversity and inclusion. If you are selected to participate in the recruitment process, please inform us of any accommodations you may require. The above statement reflects the general details considered necessary to describe the principal functions of the job identified and shall not be construed as a detailed description of all the work requirements that may be inherent in the job.

Interested candidates please send your resume to careers@amesburytruth.com.