



Marketing Assistant – Job Description

General Description

This is a critical Position in our Company. This position is the heart beat of the Marketing Side of the business. This is position that deals with our Customers First and Last Impressions.

Responsibilities & Duties

- Help prepare and update our yearly Marketing Plan & Budget.
- Design and maintain a Monthly Newsletter (including content research).
- Maintain FaceBook posts and advertising presence.
- Maintain Instagram posts and advertising presence.
- Maintain Twitter posts and blogs.
- Maintain Linkin presence.
- Maintain Houzz posts and advertising presence.
- Come up with other creative marketing strategies.
- Strong writing and editing skills.
- Ability to proofread any and all marketing material.
- Contact Customers after their Projects are complete to request Reviews and Testimonials for our different Review Based Advertising (Houzz, Angie's List, Best Picks Report, Guild Quality, etc.).
- Ensure company is on track to receive "Best of..." Awards **from** (Houzz, Angie's List, Best Picks Report, Guild Quality, etc.).
- Monitor and track our Marketing and its effectiveness.
- Answer telephones and take messages as necessary.
- Greet visitors and callers and assist them as needed.

Administrative

- Provide Marketing assistance to the President as needed.

Requirements

Education:

- Required: High school diploma plus 2 years college or trade school in Marketing.
- Preferred: Marketing and/or Graphic Design bachelor's degree but not required.

Experience:

- Required: A minimum of 5 years' Marketing and/or Graphic Design experience.
- Creative and self-motivated individual.



Responsibilities:

- Efficiently and effectively organize the marketing strategies to maximize profitability. Identify and address marketing problems in a timely fashion. Plan for ongoing operational needs, including technology and equipment.
- Annual Holiday Campaign
- Maintain email mailing lists
- Proficient in Constant Contact
- Maintain relationships and oversee performance of marketing channels (Houzz, Best Picks, Angie's List, etc.)
- Maintain all Social Media platforms for the company.
- Website review and coordination of edits, new project picture uploads.
- Prepare proposals, marketing schedules (Gantt Charts) and any reports related to marketing requested by the President for submission, in a timely manner.
- **Establishing and Maintaining Interpersonal Relationships** -- Developing constructive and cooperative working relationships with others on the team, and maintaining them over time. Establish and maintain a positive working relationship with customers you interact with.
- Will check all marketing budgets and verify that the budget is achievable prior to commencement of any new marketing endeavors.

If you're ready to grow your career and join a Team of dedicated people who care about their clients and business, then wait no longer and contact us.