



Position Title	Marketing Specialist	Eff. Date	9-18-2024
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Job Code		EE Type	Salary	FLSA	Exempt
Location	Birmingham	Department	Marketing		
Reports to	Marketing Manager	Dotted Line Report			

Position Summary

As a Marketing Specialist, you will play a vital role in supporting our sales and marketing team in executing campaigns, managing social media, and coordinating various marketing projects. You will work closely with team members to ensure that marketing strategies align with our company goals and resonate with our target audience.

Primary Accountabilities

- **Content Creation:** Support the creation of marketing material, including sales catalogs, product literature, and marketing materials to reflect new products and product specifications.
- **Social Media Management:** Manage and grow our social media presence by scheduling posts, engaging with followers, and analyzing performance metrics.
- **Event Coordination:** Help organize and promote company events, trade shows, and webinars, including logistics and follow-up activities. Order branded swag for trade show giveaways and assist with travel as needed.
- **Collaboration:** Work closely with cross-functional teams, including sales and product development, to ensure consistent messaging and branding.
- **Website Coordination:** Coordinate with external vendors to ensure the company website is updated with the latest information on products, services, and events.
- **Graphic Design:** Perform light graphical design work, such as creating and editing simple visuals for presentations, social media, and marketing materials.
- **Product Management:** Assists in procuring prototypes for new product development initiatives.
- **Data Gathering and Web Scraping:** Perform data gathering and web scraping tasks to support market research, competitive analysis, and sales initiatives.

Secondary Accountabilities

In addition to the primary accountabilities listed above, individuals may perform other duties as assigned.

- **Price Changes in Oracle:** Backup the Sales and Marketing Coordinator to assist with managing the pricing in the Oracle system, ensuring all changes are accurately reflected and communicated to relevant departments.
- **Administrative Duties:** Ensure timely payment of membership dues and maintain records of organizational memberships. Provide administrative assistance relating to marketing and sales as needed. Manage administrative tasks such as tracking marketing expenses, processing invoices, and ensuring timely payments.



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- **Product and Sample Management:** Fulfill sample requests from customers and sales representatives, ensuring timely delivery.

Supervisory Responsibilities

This position has no supervisory responsibilities.

Position Qualifications To perform this job successfully, an individual must be able to perform each primary accountability satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Additionally, the physical demands and the work environment typically encountered are listed below. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

Education / Experience (an equivalent combination of education and experience required to successfully complete the primary accountabilities is indicated below)

Degree: Bachelor's

Major: Marketing, Communications, or related field

Years and Type of Experience: 1-3 years of related experience

An equivalent combination of education and experience may be considered.

Competencies / Technical Skills

Core Competencies: Analytical; Problem Solver; Managing Performance; Building Collaborative Relationships; Customer Orientation; Result Orientation; Business Acumen

Organizational Competencies: Initiative; Influencing Others; Detail Orientation; Excellent Communication Skills;

Technical Skills: Microsoft Applications; expertise in Excel, Windows, knowledge using website editing tools, basic graphic design skills, Oracle or similar ERP system preferred.

Strong organizational skills and multitasking ability. Excellent written and verbal communication skills. Ability to work independently and collaboratively in a team environment.

Licenses / Certifications

None



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Physical Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit, talk and listen. The employee must occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus.

Work Conditions

Environment: Office

Travel: Up to 20%

The work environment characteristics described here are representative of those employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

Employee Acknowledgement

I have read and understand all of the above. I have reviewed the accountabilities for which I am responsible, as well as the minimum requirements of this position with my Supervisor or Human Resources. I understand that this document does not create an employment contract and that I am employed on an "at will" basis. In addition, I understand that it is my responsibility to regularly review (at least annually) the Accountabilities and Qualifications listed above as they will be utilized, in conjunction with other information, in the determination of salary grades, setting performance objectives, establishing training and development needs as well as other Human Resource activities.

Employee _____

Date _____

Supervisor _____

Date _____