

## MARKETING ASSISTANT JOB DESCRIPTION

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Our mission is to help clients protect assets and enhance employee outcomes through the delivery of exceptional risk management and employee benefit consulting services and products.

We are looking to expand our marketing efforts as the organization continues to grow. The Marketing Assistant supports the Director of Marketing, as well as the sales and service teams. The ideal candidate would assist in conceptualizing and creating material for a variety of projects including marketing materials, web/digital content and client-facing communications. The Marketing Assistant must be action-oriented, communicate effectively and collaborate with team members to develop engaging assets while adhering to the brand. Lastly, they must be willing to step outside their comfort zone with an eagerness to learn.

### REPORTS TO

Director of Marketing

### PRIMARY RESPONSIBILITIES

- Support Director of Marketing in various initiatives and administrative duties:
  - Assist in reporting and tracking: pulling data from multiple platforms; updating content calendars on a frequent basis
  - Assist with social media: scheduling, creating images/graphics
  - Assist in updating content management systems (CMS) Kentico and Joomla
  - Assist in the proofing/testing of collateral
  - Assist in Marketo (development and creation)
  - Assist with developing material (sales and educational) for internal staff, clients and prospective clients
- Ensure all final deliverables align with brand guidelines.
- Successfully project manage requests and balance workload to meet all deadlines, using strong communication and organizational skills to determine project scope, vision and deliverables.
- Stay informed on industry trends.

### REQUIREMENTS

- BA/BS in Marketing or related field
- Familiar with Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat Pro)
- Fluency in Microsoft Office suite (Outlook, Excel, Word, PowerPoint, etc.)
- Flexible and able to adapt to the changing needs of the business
- Understanding of basic business and marketing concepts
- Creative mindset to help develop and carry out marketing campaigns and other projects
- Complete the following certifications within one year of employment:



- HubSpot's Inbound Certification
- Google Analytics for Beginners
- Self-starter and effective problem solver who thrives in fast-paced environments
- Ability to communicate conceptual ideas and openness to feedback
- Excellent interpersonal skills and ability to build good working relationships
- Outstanding writing and editing skills, i.e., spelling, grammar, punctuation with strong attention to detail

#### **SUPERVISORY RESPONSIBILITY**

None

#### **WORK ENVIRONMENT**

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, cell phones, photocopiers, filing cabinets and fax machines.

#### **PHYSICAL DEMANDS**

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.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; and taste or smell. The employee must occasionally lift or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

#### **POSITION TYPE/EXPECTED HOURS OF WORK**

Full-Time Position – 40-hour work week