



MARKETING SPECIALIST

Doers Wanted. Dreamers Encouraged.

POSITION SUMMARY

Our successful Marketing Specialist develops content and materials that deliver critical messaging with high impact. As the sole marketing-focused role in the organization, the Marketing Specialist is integral in the development and execution of marketing plans to reach targets; the scope of projects varies from brand awareness to product promotion. Our Marketing Specialist is very familiar with the B2B environment, can quickly develop a solid understanding of our vertical and translate concepts into language that our client's customers understand. Ability to draw upon the analysis of others and make recommendations that have a direct impact on the company

REPORTS TO: CEO

Job Duties and Responsibilities:

- Create and distribute content that attracts attention and promotes Foresight Intelligence as a trusted source of information and inspiration.
- Conceptual thinking - possess a wide range of design capabilities including graphic design, editorial design, layout and logos for use in various marketing materials.
- Quickly learn about our vertical to find answers about customer requirements, habits and trends - develop content for publication of products.
- Write and edit content for website, digital and other marketing initiatives.
- Design layouts for presentations, newsletters, e-books, white papers and other materials including infographics and videos.
- Brainstorm and develop ideas for creative marketing campaigns.
- Design, build and maintain our social media strategy and presence.
- Create and implement content strategies for email and social media campaigns that appeal to our global audience.
- Plan and write blog posts, post blogs to websites and optimize content for search engines.
- Research new content topics and ideas for utilizing online resources.
- Craft well-written updates on Twitter, LinkedIn and other social platforms.
- Develop, implement, track and optimize our digital marketing campaigns across all digital channels.

Minimum Requirements:

- Bachelor's degree in Marketing, Communications or related field.
- 4 years' experience in B2B marketing specialist role required.
- Exceptional oral and written communication skills.
- Ability to turn ideas into compelling concepts/copy.
- Ability to successfully manage time, workflow and schedule in order to meet strict and often aggressive deadlines.
- Possess a creative flair, originality and strong visual sense.
- Knowledge of web writing tactics and how to optimize for SEO.
- Versed in industry-standard graphics and multimedia software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier Pro).
- Experience with WordPress.
- Working knowledge of website analytics tools (such as Google Analytics).
- Familiarity with functionality and marketing opportunities for Facebook, LinkedIn, Twitter, YouTube, Instagram, Google+ and other social platforms.
- Up-to-date with the latest trends and best practices in online marketing and measurement.