

COMPANY: ThermFlo Inc & Zonatherm Products Inc.
POSITION TITLE: Marketing Specialist
LABOR CATEGORY: Exempt
REPORTS TO: Chief Operating Officer
APPROVED BY: Chief Operating Officer
DATE: 08/19/2022

JOB SUMMARY

The Marketing Specialist increases brand awareness for the Companies by coordinating and developing marketing policies, programs, and campaigns. They plan events and create/maintain print, electronic, and other marketing communications. They collaborate with internal stakeholders to identify business objectives and provide analytics and insights to best achieve those objectives.

ESSENTIAL RESPONSIBILITIES

- Works with internal teams, gathering feedback to assist with annual marketing goals.
- Analyzes marketing data (campaign results, conversion rates, traffic, incoming call reports, etc.) to help shape future marketing and sales strategies.
 - Utilizes search engine analytics to provide marketing information to assist in strategic decision-making.
- Presents insights and recommendations via written and verbal communications to be best understood by the intended audience.
- Develops and maintains print, electronic, and other communications, to ensure consistent branding/marketing messages are projected, and to increase brand visibility:
 - Print communications: sales brochures, event signage, direct mail, business cards, envelopes, letterhead, employee ID badges, equipment labels, forms, advertisements, industry publications.
 - Electronic communications: intranet, digital signage, websites, social media, employee signatures, sales presentations, monthly newsletters, email campaigns, etc. Other communications: branded executive gear, employee gear, branded vehicles, telephone prompts, and promotional items.
- Delivers and maintains a variety of materials for use by employees regarding brand identity and communicating products and services, including:
 - Branding guides, internal cross-selling guides, employee directories, etc.
- Liaises and corresponds with outside vendors and suppliers.
- Executes direct marketing campaigns.
- Develops and implements strategies for social media platforms.
- Plans and coordinates events, such as conventions, trade events, manufacturer/product events, networking events, holiday parties, open houses, seminars, etc.
- Monitors budget and tracks project costs to control expenses.
- Provides feedback on corporate image including the interior design of the facility.

SECONDARY RESPONSIBILITIES

- Comprehends and adheres to all safety, quality, and Company guidelines specified in the Employee Handbook, the safety policy manuals, quality procedures or any official Company documents.
- Other duties as assigned.

ESSENTIAL QUALIFICATIONS AND REQUIREMENTS

- **Education and/or Experience:** Associates degree in Marketing or related field, with 2+ year(s) or more of relevant experience; or an equivalent combination of education and experience.
- **Technical Skills:** Graphic design ability. Familiarity with modern Search Engine Optimization techniques.
- **Mathematical Skills:** Ability to calculate figures and amounts such as discounts, interest, proportions, and percent, and to draw and interpret graphs.
- **Reasoning Ability:** Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
- **Communication Skills:** Ability to write content for publication that conform to prescribed style and format. Ability to read, analyze, and interpret industry journals and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community.

- **Computer Skills:** Ability to operate Microsoft Office (Excel, Outlook, Word). Have knowledge of Word Processing software; Spreadsheet software; Design software in the Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Acrobat DC) and Presentation software. Minimum typing speed of 45 words per minute.
- **Supervisory Responsibilities:** This position has no supervisory responsibilities.
- **Physical Demands:** While performing the duties of this job, the employee is regularly required to sit, stand walk; and talk or hear. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.
- **Driving Responsibilities:** This position requires sporadic travel within the Chicagoland area.
- **Work Environment:** This job operates in a clerical, office setting. This role routinely uses standard office equipment such as computers, phones, photocopiers, and fax machines.
- **Position Type and Expected Hours of Work:** This is a full-time position, and typical work hours and days are Monday through Friday, 8:00 A.M. to 5:00 P.M. Sporadic evening work for events will be required.
- **Other Qualifications:** Well-organized and detail oriented. Ability to take constructive criticism. Works well independently with little supervision. Collaborates and works well in teams.

PREFERABLE QUALIFICATIONS AND REQUIREMENTS

- **Education and/or Experience:** Bachelor's degree is preferred.
- **Technical Skills:** Photography experience is preferred.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without prior notice.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.