

JOB DESCRIPTION

Job Title: Marketing Specialist
Department: Marketing
Reports To:
FLSA Status: Exempt

Position Summary:

Plans and directs marketing of organization's products and services by performing the following duties.

Essential Duties and Responsibilities: To perform this job successfully, an individual must be able to perform the following satisfactorily; other duties may be assigned. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

MARKETING & BUSINESS STRATEGY

- Establish strategic marketing plans to achieve corporate objectives for products and services with focused effort on content marketing
- Develop a brand identity and tailors all marketing campaigns, materials, and messaging to support the brand
- Continually look for co-marketing opportunities with main line partners
- Produce advertising and promotion activities on an as needed basis (online, digital, press releases, print media)
- Hold knowledge of the target audience & understanding of the customer base

INDUSTRY RELATIONS

- Annually evaluate industry organization sponsorship opportunities
- Maintain industry organization sponsorships budgets/payments/reimbursements
- Lead a task force of sales reps who participate in each sponsored organization
- Maintain industry event calendar with task force contributions
- Assist A&D market manager with goals/strategies
- Participate in marketing organizations (SMPS, AMA...) to build network and resources

CONTENT, PROPOSAL, PRESENTATION DEVELOPMENT

- Work with 3rd party on development of various content, proposals and presentations.
- Create strong visuals that attract attention
- Collaborate with other team members to design logos, brochures, websites, and promotional materials.
- Produce creative content including written, video, photography (etc.) for distribution on web/socials/email communications/sales team
- Develop/maintain proposal templates in various platforms (PPT, MRL, InDesign)
- Engage in RFP kick off
- Support RFP project team as needed to complete proposals
- Integrate new technologies to improve the brand represented in proposals & presentations
- Maintain internal SharePoint site with available collateral
- Assist sales team in presentation development to secure new business or support annuity accounts
- Coordinate professional photography of completed projects
- Interview customer, project team & contributors to complete written copy for project profile/case studies
- Develop/maintain project experience library on various platforms
- Design/order business cards for internal team

DIGITAL COMMUNICATIONS/PLATFORMS

- Manage relationship/tasks/payment with contracted webmaster
- Direct overall strategy for website organization & brand representation
- Provide writing and photography content for website
- Work with webmaster to evaluate and establish SEO improvement plans & site outputs
- Produce/distribute monthly newsletter
- Oversees the social media strategy (LinkedIn, Facebook, Twitter, Mortarr and Pinterest) to maintain brand image & messaging across platforms

SHOWROOM

- Design, lead, and manage the showroom experience & story
- Develop custom graphics for showroom applications
- Accessorize and style showroom and mock-ups, as necessary
- Develop digital signage (graphics & copy) solutions in partnership with Technology team

BUDGET

- Develops annual marketing budget in partnership with CFO & manager
- Reports on status of marketing budget to CFO & manager
- Manages the invoicing and payment to/from vendors
- Manages dealer incentive funds/reimbursements

EVENT PRODUCTION & MANAGEMENT

- Establish in-house team/support members for each event
- Establish, maintains & reports event budgets
- Manage event communications/advertisements to staff and guests
- Lead the production of events including the research, selection and contracts of the following:
 - Venues
 - Vendors: catering, bartending, etc.
 - Entertainment: music, activity, speakers, etc.
- Lead the day-of activities of events including but not limited to:
 - Delegation of staff participation
 - Event set up/tear down
 - Managing venue/vendors
 - Risk/problem mitigation
- Assist in the set-up/tear down of events, tradeshow, and other face to face marketing activities

OTHER

- Participates on the 'Impact Team' to internally deliver brand experience & support company culture
- Participates in the procurement of data points (ZoomInfo) to grow contact database

Hold Self and Others Accountable to Serve as a Steward of iSpace Core Values and Brand

- We are **EXPERTS**: We provide well thought out solutions to support our client's business needs.
- We are **RESOURCEFUL**: We will find ways to get it done and make it look easy.
- We **VALUE** all **PARTNERSHIPS**: Our partners are not viewed as transactions, but friends. We support each other and celebrate in each other's successes.
- We believe in **TEAMWORK**: All of us together are better than each of us alone.
- We have **FUN**: Having fun is part of our work experience. We bring our culture to life by enjoying ourselves and each other.

Other duties as needed to meet business needs.

Competencies: To perform the job successfully, an individual should demonstrate the following.

Business Acumen - Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.

Change Management – Builds commitment and overcomes resistance. Communicates change effectively. Develops workable implementation plans. Monitors transition and evaluates results. Prepares and supports those affected by change.

Design - Generates creative solutions; Translates concepts and information into images; Uses feedback to modify designs; Applies design principles; Demonstrates attention to detail.

Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.

Planning and Organization - Integrates changes smoothly. Plans for additional resources. Prioritizes and plans work activities. Sets goals and objectives. Uses time efficiently. Works in an organized manner.

Quality Management – Fosters quality focus in others. Improves processes, products, and services. Measures key outcomes. Sets clear quality requirements. Solicits and applies customer feedback.

Strategic Thinking - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below 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.

Education/Experience:

- Completed Bachelor's Degree; a 4-year Degree in Graphic Design, Communications, Marketing, or related field; or equivalent combination of education and experience.
- 1 – 3 Years of experience in graphic design & marketing; or related design experience.
- Some design experience is required.

Computer Skills:

- Working knowledge and proficiency in Microsoft Office including Word, Excel, Outlook, Advanced knowledge of PowerPoint.
- Intermediate experience working in Adobe Creative Suite required.

Other Skills and Requirements:

- Strong interest for the built environment, especially in Furniture, AV, and Architectural Products
- Motivation for storytelling, specifically regarding the health and efficiency of workplace design.
- Strong communication skills, including listening, writing, presenting, and speaking on the phone
- Comfortable with contacting prospective business leads.
- Flexible, adaptable, and open to others' ideas
- Strong critical thinking/problem solving skills with results-orientation
- Ability to collaborate as part of a team



Work Environment: The work environment characteristics described here are representative of those an 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 is usually quiet.

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. 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; reach with hands and arms and talk or hear. The employee is occasionally required to stand; walk and stoop. The employee must regularly lift and /or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include Close vision, Distance vision, Depth perception and Ability to adjust focus.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

ACKNOWLEDGED: Employee Signature

Date

PRINT: Employee Name

ACKNOWLEDGED: Supervisor/Manager Signature

Date