

Marketing Specialist

We're looking for a high-energy, high-performing member to join our Marketing team as a Marketing Coordinator. We're looking for someone who has great project management skills, is very organized, flexible, and adaptable to a quickly growing business. Capable of managing several projects, you must enjoy variety and demonstrate high levels of organization while prioritizing your workload to meet deadlines and key objectives. Excellent attention to detail and a high level of accuracy are a must as is the ability to communicate effectively with all teams and departments.

You're the right person for this role if:

- You're a great writer, with no patience for typos or poor grammar.
- You can think creatively about products that may seem ordinary.
- You're handy with graphic design programs (Adobe Creative Suite) but also know how to use cheater tools (Canva). Same goes for video.
- You're savvy with online marketing (content-driven SEO, PPC and social).
- You are consistent, and able to follow systems to maintain processes that already work.
- You enjoy figuring things out, from creating new processes to learning new technology.
- When you don't know something, you Google it, or you've built relationships to be able find others to help.
- You're a natural communicator and will ask questions when you're stuck.
- You have a great attitude, love to have fun at work, and know how to get the job done.

Our Marketing Specialist will serve in 4 main areas*:

- Social Media – create, post, and manage social media for our brands via LinkedIn, Pinterest, Instagram, and YouTube.
- Website Management – maintain existing sites and coordinate with outside developers on improvements, SEO, new product additions, and CX.
- Tradeshow - collaboration on development and execution of corporate events.
- Product Management – maintain our product information system ensuring all content for dealers is current and accurate. Ensure other departments have accurate information as well.

*Other duties as assigned

Required Skills:

- Demonstrated ability to use Microsoft Office - especially excel
- Ability to use the Web as a research tool
- Technologically savvy – ability to learn new systems and leverage them to perform tasks better.
- Strong time management - ability to multi-task and prioritize work.
- Analytical – ability to process data to make informed decisions and plans
- Problem solving and resourcefulness – drive to figure out solutions to problems that arise and use available resources to overcome roadblocks.
- Communicative – willing to share when you are excited or discouraged and everything in between.
- Creative – ability to see how to present information in creative formats and articulate to designers
- Inquisitive – knows when to ask questions, what questions to ask, and is unafraid to challenge the status quo.

- Confident – The idea never spoken, or task not executed due to fear of rejection or failure does NOT work in this role. You must be confident to share, act, and challenge when necessary when collaborating with team members from home and outside departments.
- Autonomous - Ability to work individually and self-start projects with little oversight. Micro-management is NOT part of this role.
- Time Management / Prioritization – you can manage your time effectively and prioritize tasks and projects based on deadlines, importance, and workload.

Experience:

- The ideal candidate would have an undergraduate degree from an accredited college or university in Marketing or Business, or the equivalent training and experience.
- A minimum of two years of experience in marketing or business-related fields preferred but not required.

About GMI:

We are a family-owned company that truly values its employees and fosters and celebrates collaboration, personal and professional development, and out of the box thinking.