

Job Title: Marketing Specialist

Department: GMI Marketing

Supervisor: Marketing Manager

FLSA: Exempt **Job Status: Full-Time**

JOB DUTIES & RESPONSIBILITIES: Include the following, as well as other duties that may be assigned.

Purpose of the Role:

The Marketing Specialist supports the Marketing Manager to develop and implement tactical marketing communication projects and will be responsible for: creating and maintaining branded websites, blogs, marketing materials, and videos; collaboration on development and execution of the social media plan; coordinating and maintaining our product information system ensuring all content for dealers is current and accurate.

What You Will Be Responsible for and Doing:

We're looking for someone who has great project management skills, is very organized, flexible and is 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 in order to meet deadlines and key objectives. Excellent attention to detail and high level of accuracy are a must as is the ability to communicate effectively with all teams and departments.

- Content Management:
 - Manages image and digital library in both the public drive as well as in the S3 cloud
 - Coordinate the development and production of marketing materials including:
 - Promotional materials
 - Videos – videography and editing capabilities
 - Photography – ability to photograph products as needed
 - Maintains branded website content and images through the CMS, PIM and S3 cloud.
 - Coordinate with development team as needed
- Support development of marketing and promotional materials for tradeshow, meetings, trainings, and town halls.
 - Booth design
 - Product selection
 - Organizing and managing the process of staging, packing, shipping and assembling display
 - Travel to tradeshow as required
 - Ability to "sell" GMI products effectively to attendees
- Copy-writing and ability to write and brainstorm taglines and copy for marketing collateral.
 - Write and edit compelling, accurate, and thorough descriptions.
 - ⊖ Understand and decipher selling points and design attributes to communicate clearly and effectively to the customer.
 - Assist with identifying opportunities, defining processes providing input into marketing materials, and assisting in guiding the roll out of ecommerce initiatives throughout the organization.
- Perform tasks that can at times be process oriented and repetitive yet still maintain a willingness to put forth 100% effort daily.
- Work company assigned hours for the position and additional hours as needed (regular and predictable attendance is required).
- Other duties as required.

Qualifications: 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: Candidates should possess an Associate's degree from an accredited college or university in Marketing or business but Bachelor's degree preferred. A minimum of two years of experience in marketing or business-related field preferred. Demonstrated ability to use Microsoft Office, the web as a research tool, Adobe Creative Suite and understanding of social media marketing via various outlets (Facebook, Twitter, Pinterest, Instagram, LinkedIn, just to name a few).

Knowledge and Competencies: The following key competencies represent qualities, traits and behaviors that a successful employee will exhibit. This list is not exhaustive, as other qualities, traits and behaviors are also desired.

- Creative and bright (problem solver, proactively driving continuous improvement, championing our desire to provide a “wow” experience, where more and more of our dealers and customers feel “This is Exactly What I Wanted” and ability to match creative execution to the strategy).
- Able to use graphic design programs (Adobe Create Suite) and cheater tools (Canva). The same goes for video.
- Savvy with online marketing (content –driven SEO and social).
- Able to keep up in a fast-paced environment with multiple projects and stakeholders.
- Resourceful in gathering information and pulling together content, getting questions answered, and overall project execution.
- Deliver results and when they happen, identify, acknowledge and resolve errors with integrity.
- Collaborate with design consultants and contractors to effectively communicate desired messages while maintaining established brand(s).
- Ability to interface with different business levels and disciplines as necessary.
- Commitment to open, high integrity interactions, proactively seeking input, showing a genuine interest in others’ opinions, facilitating and sharing information across the division and company
- Positive/optimistic – Can do, make things happen attitude (genuinely believe the organization can accomplish a lot while managing to a conservative budget and resource allocation).
- Strong professional communication skills both verbal and written (ability to synthesize concepts into concise, well-written communications; ability to translate core features into benefits and creative messaging, as well as creating strong value propositions).
- Project management and follow through (stays with or follows-up on tasks, takes ownership, fully accountable and responsive to others. Focus on initiatives that are integral to the success of our corporate strategy—managing goals and deliverables.)
- Curiosity – Interest in listening and learning; always seeking outside perspectives and adept at interactive and iterative conversations (bounce ideas off each other and coming to conclusions)
- Action-oriented (“roll-up your sleeves attitude”) – Gathers appropriate input and takes action. Meets deadlines and continues to bring new ideas and projects to accelerate GMI’s growth
- Customer Service Oriented – Conveys sensitivity to others (internal and external) and shares appropriate information to cooperatively and fairly resolve concerns

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 function.

While performing the duties of this job, the individual may need to sit, talk and hear as needed. The individual may be required to stand and walk on a level surface for periods of the day. The individual may



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occasionally lift up to 15-25 pounds. Proper lifting techniques required. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to focus.

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.

Normal office environment (environmentally controlled). The performance of this position requires exposure to manufacturing areas where under certain areas require the use of personal protective equipment such as safety glasses and proper footwear. However, travel to trade shows and customer locations will expose you to different climates.

I, the undersigned, have read and understand the duties and responsibilities of this position.

Employee _____ Date _____

Manager _____ Date _____

This job description does not constitute a contract of employment nor alter my status as an at-will employee. I have the right to terminate my employment at any time for any reason, and the Company has a similar right.