

Marketing Specialist – Creative Marketing

We're looking for a high-energy, high-performing member to join our Marketing team as a Marketing Specialist. If you have great project management skills, are very organized, flexible, and adaptable to a quickly growing business, this is the role for you.

Our full-time Marketing Specialist will serve in the following areas:

- Graphics: creating quick graphics for use on website, social media, and with our sales partners while upholding brand standards.
- Marketing: creating and maintaining branded websites, blogs, email creation/optimization, and videos.
- Tradeshows: collaboration, development, and execution of corporate events.
- Partner management: manage both internal and external partners to deliver on team goals and objectives.

You're the right person for this role if:

- 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 and social).
- You're a great writer, with no patience for typos or poor grammar. You can think creatively about products that may seem ordinary.
- 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. You're also not afraid to ask questions and always ask the right questions.
- You have a great attitude, love to have fun at work, and know how to get the job done.

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 high level of accuracy are a must as is the ability to communicate effectively with all teams and departments.

If you really want to "own" your job, this is the opportunity for you.

Required Skills:

- 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.
- Demonstrated ability to use Microsoft Office - especially Excel.
- 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.

- 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, 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.

GMI Companies, a family-owned manufacturer, began operations in 1976 as Ghent Manufacturing, Inc. Through the years, several brands have been acquired for expansion into additional product categories. In 2023, VividBoard and Waddell were consolidated under the flagship Ghent brand and The Tablet & Ticket Company was acquired.

Communicate. Collaborate. Learn.

Beginning as a premium supplier of visual communication tools, Ghent now offers display, space division, and healthcare solutions in addition to visual communication products like whiteboards, glassboards, bulletin boards, and enclosed message centers. Ghent is laser focused on creating innovative products which shape the way we communicate and the way we work.

We manufacture products to help people work better together.