

## Marketing Specialist – Marketing Communications

The Marketing Specialist – Marketing Communications role will primarily support all major marketing initiatives and provide significant support to the sales group. The individual will take specific action(s) needed to work closely with members of the sales and marketing group to develop and implement projects and programs that are consistent with the company's business plan and growth strategy. The role is responsible to support all internal and external marketing communications, and initiatives including market assessment, customer engagement and interaction, lead generation, collateral management, communications channels, channel strategy, marketing event coordination and promotional activities.

### KEY RESPONSIBILITIES:

#### Marketing Management

- Support the rollout of new products and promotions with appropriate collateral and sales tools
- Define the appropriate communication channels, venues and mediums to communicate product announcements, company announcements, programs, promotions, etc.
- Maintain a calendar of events, announcements and publications
- Work closely with key vendors to create promotional information and negotiate promotional terms that include scheduling and pricing. Keep communication open and build relationships with key vendors.
- Create, update, and oversee all National Oak marketing publications and print advertisement.
- Design new private product labeling. Help create and design promotions and promotional advertisement. Help create and design new product advertisement. Track new product results.
- Design and organize new product programs. Work with vendors to provide key selling features, advantages and benefits. Work with vendors to provide selling information towards the end user.
- Design, implement and oversee all National Oak e-mail marketing campaigns. These consist of new product awareness and promotional offers. Track campaign results and maintain e-mail address list.
- Create, update and monitor online advertisement on the E-commerce site. Online advertisement consists of promotional offerings and new products. Track advertisement results.

#### Sales

- Design and execute lead generation campaigns – manage, develop metrics and report on lead follow-up and success
- Lead the effort to design and issue customer surveys including all follow-up initiatives such as securing responses, analyzing data and recommending change.
- Create a communications and rollout plan for each new product or solution release

#### Analysis

- Prepare report tracking for new products, email campaigns, online advertisement, all sales campaigns
- Monitor, analyze and assess market conditions, including company sales activity, competition, market trends and general economic conditions.

#### Pricing

- Communication of pricing changes and developing a competitive messaging for each update – internal and external

### Presentations

- Develop and deliver presentations as directed both internally and externally covering such items as NOD products and services, industry and economic analysis, market and product trends, channel development initiatives and distribution industry best practices

### Training

- Train sales teams on best practices of utilizing available programs and promotions to generate sales and margin improvement.

### Administrative

- Make recommendations regarding continuous improvement initiatives that will find favor in the marketplace.

### TECHNICAL SKILLS:

- Education and/or Experience: Associates degree or Bachelor's degree preferred and 3-5 years of related experience: or a combination of education and experience.
- Reasoning Ability: Ability to define problems, collect data, establish facts and draw valid conclusions. Ability to interpret an extensive variety of technical and business information and deal with several abstract and concrete variables.
- Computer Applications Skills: Ability to work in a Windows environment, to work with the Company's business application and with standard current computer applications, such as MS WORD, PowerPoint and EXCEL spreadsheets. Strong M/S Excel skills required and M/S Access and/or SQL skills preferred.