



## **Job Title: Marketing Associate (Full-Time, In-Office)**

**Location: 8300 North Gilmore**

**Reports To: VP of Business Development**

**Employment Type: Full-Time, In-Office**

**Compensation: Commensurate with experience**

### **Overview**

The Marketing Associate is a full-time, in-office role focused on content creation, communications, CRM-driven campaign execution, and manufacturer collaboration. This position plays a key role in shaping brand presence, generating demand, and supporting business development through structured marketing programs and data-driven execution.

### **Key Responsibilities**

#### **Content Creation & Communications**

- Develop social media content, primarily for LinkedIn, including copy, visuals, and posting schedules.
- Create marketing communications such as case studies, white papers, product announcements, and technical updates.
- Draft and maintain email templates for campaigns, outreach, and customer communications.

#### **Campaign Execution & CRM Management**

- Execute marketing campaigns using NetSuite CRM, including segmentation, automation, and reporting.
- Maintain CRM data accuracy and structure to support targeted campaigns and analytics.
- Support ongoing CRM optimization, workflows, and marketing automation initiatives.

#### **Manufacturer Collaboration & Co-Marketing**

- Work closely with manufacturer marketing teams to develop co-branded materials and joint campaigns.
- Coordinate messaging and assets to promote new product launches, technical updates, and market initiatives.
- Help generate interest and awareness across sales channels through collaborative marketing efforts.

## **Brand & Marketing Support**

- **Ensure consistent branding and messaging across all digital and written materials.**
- **Support broader marketing initiatives as needed, including internal communications and sales enablement content.**

## **Qualifications**

- **Bachelor's degree in marketing, Communications, Business, or a related field.**
- **Strong writing skills with the ability to translate technical information into compelling marketing content.**
- **Experience with social media content creation and email marketing.**
- **Adept in creating visuals in Canva Pro or related software.**
- **Hands-on experience or working knowledge of NetSuite CRM or similar CRM/marketing automation platforms.**
- **Highly detail-oriented, organized, and comfortable working in a structured, in-office environment.**
- **Ability to collaborate cross-functionally with internal teams and external manufacturer partners.**