



Position Title: Marketing Specialist

Date: October 2020

Department: Marketing

Reports to: Marketing Supervisor

FLSA Status: Full-time Salary

Job Summary:

The Bestbath Marketing team is seeking applicants to fill the Marketing Specialist position. The Marketing Specialist understands the power of marketing and excels at encompassing the “why” of marketing with trade shows and events, social media, digital advertising, and other marketing tactics. In addition, this person has a clear understanding of the importance of maintaining a strong and consistent brand image while presenting creative engagement ideas for a digital world.

Under the direction of the Marketing Supervisor, this position will handle a variety of coordinating job functions to support marketing services that include internal and external communication, sales support, tradeshow and event coordination, social media, electronic media including email and web, advertising, promotions and data analysis.

Essential Duties & Responsibilities:

- Support marketing day-to-day operations including media campaigns, promotions and projects.
- Research, maintain and report on marketing data to aid management in determining marketing direction.
- Coordinate trade show schedule including show contracts, services and display transportation.
- Coordinate the maintenance and inventory of trade show product and promotional displays.
- Provide creative, alternative lead generating projects.
- Oversee product sample and literature fulfillment program.
- Manage the company’s social media presence and on occasion, educate colleagues with the use of social media as a marketing tool.
- Marketing/communications assets as needed (web content, print pieces, association newsletter, etc.)
- Oversee Partner/Channel Sales support including onboarding and management of resources.
- Administrative duties include timely response to internal and external communications via email and marketing vendors.
- Maintain direct contact with Marketing Supervisor to provide accurate and timely information on projects.
- Communicate effectively with vendors to coordinate and troubleshoot product logistics.
- Performs other business support duties as assigned or needed.

Job Specifications:

- Marketing or communications degree or minimum of 2 years marketing, communication or business experience or any equivalent combination of experience and training which provides the knowledge, skills and abilities necessary to perform the work of this position.
- Experience in manufacturing or building industry marketing is preferred.
- Experience using social media platforms/tools for marketing.
- Experience with using analytics tools for evaluating the effectiveness of digital marketing efforts
- Must have the drive to stay current on marketing trends, channels, and tools.
- Must have the ability to apply critical thinking skills in solving problems.
- Must be organized, detail oriented and able to work under pressure with minimal supervision.
- Must possess exceptional time management skills.
- Must display an attitude of cooperation and the ability to work well with others.

Working Knowledge and Skills:

- Must have working knowledge of marketing processes including research, strategy and fulfillment.
- Must have working knowledge and skill in MS office software - Word, Excel, Power point, Windows, Outlook.
- Excellent communication, interpersonal and presentation skills
- Working knowledge in Adobe Illustrator and/or CS5 Programs is preferred.
- Proficient in PC computer operation and an understanding of shared servers and their usage.
- Requires ability to multi-task and prioritize tasks for maximum effect, requires good knowledge of general office practices/procedures and excellent verbal/written communication skills.

Work Environment & Physical Demands:

- Work is performed primarily in an open office environment with moderate noise level. The employee in this class is frequently subject to inside environmental conditions, which provide protection from weather conditions but not necessarily from temperature changes.
- Position requires sufficient personal mobility and physical reflexes, which permits the employee to function in a general office environment to accomplish tasks.
- Constantly requires sitting at a desk for long periods of time, up to 8 hours and ability to lift up to 30 lbs.
- Constantly requires clarity of speech and hearing, which permits the employee to communicate effectively.
- Constantly requires clear vision to read printed materials and computer screen to accomplish work.
- Constantly requires repetitive movement of the wrists, hands, and/or fingers.

Travel Requirements:

- Local and some outside of Idaho travel to national trade shows and dealer shows is required.
- Requires using own vehicle for possible transportation within the Treasure Valley, ID.

Disclaimer

Must perform the essential duties and responsibilities with or without reasonable accommodation efficiently and accurately without causing a significant safety threat to self or others. The above statements are intended to describe the general nature and level of work being performed by employees



assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and/or skill required of all personnel so classified. This job description is not an employment agreement and/or an expressed or implied employment contract. Management has the exclusive right to alter this job description at any time without notice.

To comply with the Americans Disability Act (ADA), Best Bath Systems may make reasonable accommodations for qualified individuals with disabilities to enable them to perform the essential job functions.