



# MARKETING ASSISTANT



## POSITION OVERVIEW: Marketing Assistant

### EMPLOYER INFORMATION

|                    |   |
|--------------------|---|
| Organization Name: | Maverick Environmental Equipment  |
| Website:           | <a href="https://www.maverickenvironmentalequipment.com">https://www.maverickenvironmentalequipment.com</a> |
| Job Type:          | Salary/Hourly   |
| Rate of Pay:       | \$19 - \$21/Hr. (\$40,000 - \$43,000/Yr.)   |
| Department:        | Marketing   |
| Job Location:      | Newbury, OH 44065 / Saybrook, OH 44004  |
| Reports To:        | Marketing Manager (Lisa Gregory)  |

### BENEFITS (Benefits become available after 90 days)

- Company Laptop
- Company Cell Phone
- 10 Days Paid Time Off
- 8 Paid Holidays
- BCBS PPO: Health, Dental, Vision & Prescription Drug Coverage
- 401(k) with Match **(Available after 6 months)**
- Hartford: Life Insurance, Short/Long- Term Disability & AD&D
- Opportunities for growth



## **JOB DESCRIPTION**

Maverick is seeking a creative, positive individual to join our Marketing team! We are hiring a Marketing Assistant to work with our Marketing Manager on all marketing tasks. The Marketing Assistant will collaborate with the Marketing manager on social/digital marketing, print and promotional marketing, inside sales/advertising, trade show/event planning, association memberships, website maintenance, etc.

**Training/mentoring provided.**

**Expected schedule:** Full time, M-F, 40 hours, 8:00 am – 4:30 pm (assuming a 30 min. lunch break)

\*Weekends and travel may be required during the trade show season (Sept. – Mar.).

## **SKILLS/REQUIREMENTS**

- Bachelor's degree with focus in Marketing
- Strong personal and communication skills
- Proficiency in Microsoft applications: Outlook, Word, Excel
- Teachable – ability to learn quickly
- Ability to work independently with limited supervision
- Ability to collaborate with team members
- Time-management skills and punctuality
- Ability to multi-task
- Organizational skills
- Ability to identify, prioritize, and overcome challenges
- Ability to obtain, analyze, and use market research to increase market reach



## RESPONSIBILITIES

- **General**
  - Help to create and carry out marketing goals
  - Seek out new marketing opportunities
  - Track and monitor marketing budget
  - Communicate and collaborate with Marketing Manager and other marketing professionals in our industry (EX: Vendor Marketing teams)
  - Assist in the organization and
- **Advertising/Inside Sales**
  - Help to create/manage advertisement opportunities
  - Print and digital
  - Help monitor and update print/online listings – Machinery Trader and other publications
- **Promotional**
  - Help to create/manage all printed materials
  - Maverick branded materials as well as vendor branded materials
  - Receive and respond to promotional requests from the team
- **Digital/Social**
  - Help with social media campaigns
  - Assist in obtaining and creating content for all channels
  - Monitor algorithms/trends
  - Email marketing
  - Website maintenance
  - Google
- **Show/Event Planning**
  - Help to keep trade show/event schedule up to date
  - Assist with planning, scheduling, registering, and setting up for all shows/events
- **Market Research**
  - Keep up to date on vendors, new products, competitors, other dealers, and customer activity
  - Use Lead Forensics for sales/marketing insight
  - Utilize EDA reports to conduct market share research to drive marketing campaigns
- **Memberships**
  - Maintain Maverick's membership standing for all associations
  - This includes association sponsorships, dues, and directory listings