



MARKETING ASSISTANT



POSITION OVERVIEW: Marketing Assistant

EMPLOYER INFORMATION

Organization Name:	Maverick Environmental Equipment
Website:	https://www.maverickenvironmentalequipment.com
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