



Marketing Specialist

Full-time

Reports to Vice President of Marketing and Communications

Charlotte, North Carolina

Forest2Market is a rapidly growing company providing data, supply chain expertise and analytics, and comprehensive project support services to the forest products, bioenergy and biochemicals industries. Operating in the United States since 2000, Forest2Market has since expanded to Brazil in 2014, Europe (Scandinavia, the Baltic Rim and Russia) and is currently preparing to do business throughout Latin America and Australasia. To accomplish the expansion of the brand internationally, Forest2Market is hiring a Marketing Specialist.

KEY DUTIES/RESPONSIBILITIES:

- Design, create and deliver marketing programs to support the growth and expansion of company products and services.
- Brainstorm and develop ideas for creative marketing campaigns.
- Spearhead the launch of new product rollouts and/or revisions, in collaboration with the rest of the marketing team.
- Assist with inbound and outbound marketing activities, including campaign set up, planning, content development, optimization, delivery and reporting.
- Develop and design high quality marketing content including but not limited to video scripts, landing page content, infographic copy, presentations and other content.
- Manage the corporate website, implementing revisions in English and work with vendors to localize the content for Brazil, Scandinavia, the Baltic Rim, Russia and Latin America.
- Coordinate and maintain company pay per click campaigns in Google and Bing.
- Assist with day-to-day marketing functions including project management, maintaining master marketing calendar for all products and coordinating marketing material production and inventory.
- Coordinate conference and trade show activities.
- Work with external vendors to develop videos, demonstrations and website revisions.
- Monitor and report on website, social media, blog and marketing campaign performance.
- Assist in analyzing marketing data (campaign results, conversion rates, traffic etc.) to help shape future marketing strategies.

REQUIREMENTS AND QUALIFICATIONS

- Strong written and oral communication skills, such as ability to write blogs, point of view papers, marketing collateral
- Experience with successfully executing inbound and content marketing, search engine optimization and pay per click campaigns
- Proven aptitude for quick creative thinking with acute attention to detail within tight deadlines
- Commercial awareness partnered with a creative mind
- Proficiency with Hubspot (or other marketing automation software and content management system), Adobe Creative Suite (Photoshop, Illustrator and InDesign) and Localize a plus
- Ability to work on multiple projects simultaneously
- 3-5 years of B2B marketing experience
- BS/BA in marketing, communications, English or equivalent
- Fluency in Portuguese, Finnish, Swedish, Russian or Spanish a plus

Please submit cover letter, resume, and writing and design samples to: resumes@forest2market.com.