



Marketing Specialist

The Howard Company is looking for a professional to fill the role of Marketing Specialist. The Marketing Specialist will assist in executing effective marketing strategies, collaborating with key players on our marketing, sales and development teams to make sure that each project gets the resources and attention it needs to be successful. The successful candidate for this role will also be responsible for creating and maintaining promotional materials, assist in maintaining the website and ecommerce sites and plan meetings and trade shows

Job Duties:

- Ensure creative marketing materials undergo regular review and adhere to brand guidelines.
- Work with advertising and media agencies with execution of creative deliverables.
- Manage print and digital asset inventory to ensure creative alignment across all marketing channels.
- Support the Marketing Manager in developing and executing inbound marketing strategies including email campaigns, content creation, blogging and website page creation and management.
- Work closely with the sales team on presentations and custom marketing materials.
- Work with marketing manager to develop and respond to design requests.
- Provide support for social content to ensure alignment with broader brand strategy.
- Plan meetings and trade shows by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments.
- Monitor budget.
- Maintain customer database.
- Support the marketing department by the creation of website content.
- Consistently generate clear product marketing copy.
- Contribute to promotional activities for new product and service launches.

Qualifications:

- Bachelor's Degree in Marketing, Advertising or related discipline
- 3+ years' experience in a marketing role
- Strong organization and prioritization skills
- Google AdWords and other PPC ads experience
- Ability to work well in a fast-paced, collaborative environment
- Strong understanding of Microsoft Office programs
- Excellent analytical, communication and presentation skills
- Proficiency in Adobe Creative Suite a plus
- Strong attention to detail
- Must be motivated and able to work with minimal supervision
- Exceptional verbal and written communication skills
- Experience with website management and social media marketing preferred
- HTML/CSS proficiency a plus