



GREAT NORTHERN EQUIPMENT DISTRIBUTING, INC.

Job Title: Marketing Specialist

Last Update: 1/30/2023

Reports to: Marketing Manager

Supervises: N/A

Department/Location: Sales Office/Renville, MN

Work Schedule: Generally, 8am – 5pm with flexibility for earlier start/leave

Eligible for remote work: Yes, up to 20%

Basic Function: The Marketing Specialist is responsible for creating ads/images/graphics for the social media, website, print, and other media channels. They are also in charge of product photography for the website. In addition, this role also takes on the duties of a data entry associate, entering product data, categorization, and troubleshooting. Plus, other product marketing tasks such as product email campaigns, and Q&A.

Essential Functions:

Brand Development and Management

- Ensures content/assets produced are consistent with approved brand style-guides and positions the product or brand's features and market value-propositions appropriately.
- Develops and enforces corporate branding in logos, letterhead, promotions, and advertisements.
- Ensures customer and vendor copyrights, trademarks, and other protected material is used properly.
- Creates and maintains various print promotions, including but not limited to: sell sheets, print ads, programs, presentations, posters, stickers, postcards, flyers and business cards.
- Coordinates with internal resources to capture and promote products, internal and external events, etc. through photography.
- Works with Marketing Manager to develop and manage image libraries for electronic and print media, as well as photo editing.

Social Media and Email Marketing

- Schedules and implements social media calendar and plans and monitors activity with Marketing Manager.
- Measures results of all online marketing and assists with project tracking methods.
- Email Marketing - Platform: ActiveCampaign.
- Assists Marketing Manager in maintaining K&M mailing and emailing databases.

Website Maintenance/Management

- Provides support and assistance to employees to resolve any technical and/or computer problems through the company's help desk.
- Entering data from external sources into K&M's proprietary database.
- Updating & adding specifications to products on website.
- Researches and implements content recommendations for organic SEO success.
- Reviews print and web content from other key industry leaders.

- Special requests from customers and/or sales.

Secondary Functions:

- Participates with Marketing Manager and corresponding departments, as appropriate, in establishing meaningful goals and policy guidelines concerning business operations.
- Communicates productivity issues to the Marketing Manager in a timely and concise manner. Develops and presents solutions to resolve issues.
- Adheres to all Company Policies and Procedures and promotes associate programs to improve morale.
- Performs related work as apparent or assigned.
- Coordinates and assists with mailings.
- Attends training as directed by K&M.

Knowledge/Skills/Abilities

To perform this job successfully, an individual must be able to perform each essential responsibility satisfactorily. These requirements are representative, but not all-inclusive, of the knowledge, skill, and ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to see the job through to completion and passion to believe in the quality of work you provide.
- Knowledge of and willingness to follow company policies.
- Honesty, dependability and unconditional ethics; Treats people with respect; Works with integrity and ethically; Uphold organizational values.
- Teamwork – Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Willingness to assist others; Communicates effectively.
- Take initiative to locate missing information or find possible solutions to an issue
- Conduct themselves in a professional manner.
- Speak, read and write fluent North American English.
- Ability to communicate effectively, both orally and in writing, with a wide variety of internal and external customers/vendors.
- Adapts to changes in work environment; Changes approach or method to best fit the solution; Able to deal with frequent change.
- Effectively manage timetables, time requirements and deadlines.
- Thorough and precise in work.
- Able to multi-task and use initiative.
- Accept revision and submit work for feedback from multiple sources.

Qualifications and Experience:

Required

- High school diploma, or equivalent.
- 3 years of experience in marketing, graphic design, or publishing field, or equivalent.
- Knowledge of and experience with Excel and Adobe Creative Suite programs, such as Photoshop, InDesign, and Illustrator.
- Knowledge of and experience with desktop publishing.

- Knowledge of and experience with digital design and web applications.
- Basic understanding of the catalog/print industry.
- Excellent written, oral communication and listening skills.
- Ability to visualize and implement from the “look and feel” to the technical level.
- Attention to detail, well organized and efficient.
- Excellent creative and design skills.
- Ability to see in full color.

Preferred

- Associates or Bachelor’s degree in Marketing with a graphic design emphasis strongly preferred.
- Experience in the agricultural industry.
- Minor experience in website development.
- Design training, preferably in graphic design.
- Experience with B2B and B2C email and social media marketing.
- Experience with Made2Manage or other ERP Software in a manufacturing environment.

Machines/Equipment: In the normal course of performing this job, a telephone, headset, printer, copier, and personal computer will be used.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Frequently required to sit, use hands to handle objects, speak and hear.
- Frequent wrist and/or hand movement is required.
- Must occasionally lift and/or move up to 25 pounds.
- Specific vision abilities required include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.
- Required to see in full color.

Work Environment:

Office: Office setting is climate controlled and the noise level is usually quiet to moderate.

Warehouse: Warehouse setting is partially climate controlled and the noise level is usually moderate. Employees may be regularly exposed to forklifts and other material moving equipment.

Summary: This job description is intended to convey information essential to understanding the scope of the position and it is not intended to be an exhaustive list of skills, efforts, duties, responsibilities or working conditions associated with the position.