

JOB POSITION: Marketing Associate

OVERVIEW:

The Marketing Associate's job entails assisting and supporting in the development and implementation of all marketing and communications related tasks, projects, initiatives and strategies essential for the growth of the company.

EDUCATION: Bachelor's/Associate's degree in Advertising, Business, Communications, Marketing, Public Relations, Graphic Design or comparable area of study

EXPERIENCE: 2-3 years in a related field

QUALIFICATIONS:

- Demonstrates willingness to contribute to overall success of the company which may entail a variety of tasks and projects
- Ability to meet deadlines and work in an efficient manner
- Ability to grasp concepts and work in an environment that demands problem solving and organization
- Self-motivated, detail-oriented, focused and ambitious
- Professional demeanor, team player, positive attitude
- Ability to prioritize, juggle multiple projects and meet deadlines, both as an individual contributor and supportive team member
- Uses resources effectively and efficiently to reach goals
- Excellent customer service
- Written and verbal communication skills
- Prior internship experience necessary or experience in a business atmosphere
- Proficiency in Microsoft office products including Word, Excel, PowerPoint, SharePoint and Outlook
- Working knowledge of Adobe Creative Suite products including Photoshop, Illustrator, InDesign and Dreamweaver
- Writing and editing skills associated with product literature, sell sheets, manuals and web
- Technologically advanced with ability to expand knowledge of programs to meet new and changing company needs
- Video editing experience a plus

RESPONSIBILITIES:

- Identify and understand product position in marketplace, market opportunities, and competition
- Aid in editing and updating marketing literature, ensuring consistent brand elements across many platforms with current and accurate content
- Collaboration on graphic design work with editing of product images, logos and meeting general artwork needs



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- Assistance on updating and editing product support collateral including manuals, safety requirements and technical papers
- Support in the coordination of events including meetings, speaking engagements, seminars, trade shows and exhibits
- Monitor corporate communications plan and strategy for uniformity in message, including templates, tag lines, and logo usage
- Assist and support in the implementation, maintenance and organization of corporate web site based
- Contribute to the production of a quarterly newsletter
- Fulfill administrative tasks including maintaining and updating all internal sales and marketing documentation

Estimated time appropriation by job responsibilities

- Writing, design and artwork support including marketing literature, web and overall sales tools (40%)
- Product support including manuals, safety information, warranty information and other sales and marketing support needs (30%)
- Administrative type tasks and projects that result in the coordination and implementation of overall improvements in regard to internal and external marketing and communication areas including Operations, Engineering, Service, Marketing, Sales and Office Administration (30%)

