

## Position: Marketing Associate

### Company Overview

WOODWAY USA is a global treadmill manufacturer built on the efforts and commitment of dedicated professionals. Our purpose is to manufacture products and provide service that exceeds our customer's expectations through continuous improvements in quality and design. WOODWAY USA focuses on building lasting customer relationships that will endure For The Long Run®.

### Job Summary

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.

### Required Skills:

- Bachelor's/Associate's degree in Advertising, Marketing, Communications, Public Relations, Graphic Design or comparable area of study
- Experience Level Requested: College Graduate - 3 Years
- Proximity to the Greater Milwaukee Area
- Software Requirements:
  - Microsoft Office Suite:
    - Specifically: Word, Excel, Power Point, Outlook
  - Adobe Creative Suite
    - Specifically: Photoshop, Illustrator, InDesign
- Strong creative mind
- Excellent communication skills, written and verbal
- Must be able to problem solve, work independently, and be self-motivated for the betterment of the team and organization
- Time management for prioritizing concurrent projects and meeting deadlines
- Ability to speak to customers/clients diligently and respectfully

### 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.



#### WOODWAY WORLD HEADQUARTERS

W234 N700 Busse Road Waukegan, WI 53188  
PHONE (800) 966-3020 | FAX (262) 522-6235  
WOODWAY.COM

#### WOODWAY EUROPEAN HEADQUARTERS

Steinackerstrasse 20, D-79576 Weil am Rhein, Germany  
PHONE +49-7621-940 999-0 | FAX +49-7621-940 999-40  
WOODWAY.DE

- Assistance on updating and editing product support collateral including sell sheets, guides, and customer requested documents.
- 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 the corporate web site.

## **Bonus Skills:**

- Photography
- Videography/Film Editing
- HTML Email
- 3DS Max
- EPICOR CRM
- Foreign Languages

## **Percentage Breakdown of the Role:**

- Sales support including spec sheets, guides/manuals, development of product literature and other sales needs (50%)
- Designing marketing literature (layout, artwork, copy) (30%)
- Website maintenance, including updating product lineups, photos, blog, newsletter (10%)
- Tradeshow support (booth layout, graphic elements, product messaging), potentially includes travel (5%)
- Administrative type tasks and projects that result in the coordination and implementation of organizational improvements, including support for Operations, Engineering, Service, Marketing, Sales and Office Administration (5%)

## **Benefits:**

- Paid Vacation
- Health Insurance
- 401K

## **Additional Perks:**

- State of the art on site gym
- Family like work environment
- Casual dress code



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- Corporate/departmental outings
- Potential travel

Please apply here <https://woodway.applytojob.com/apply/L8TLI6BVuT/Marketing-Associate>



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