

GENERAL CODE, LLC

TITLE: Marketing Specialist
DEPARTMENT: Marketing
REPORTS TO: Executive Director, Marketing
CLASSIFICATION: Full-Time

GENERAL DESCRIPTION OF POSITION

The Marketing Specialist is responsible for defining, developing and delivering marketing communications plans, programs, tools, promotions and other support materials for the Content Management Solutions (CMS) business. Other areas of responsibility may include supporting General Code's Codification business as well as corporate marketing responsibilities. Some travel may be required (less than 5% of overall time).

This position will assume responsibility in the implementation and execution of various CMS marketing strategies and tactics, which includes addressing both internal and external customers. Additionally, there will be participation required on project teams, departmental meetings and other group functions. The Marketing Specialist will be expected to make group presentations as needed. The ability to proactively interact with sales and marketing colleagues and other company associates is required. Also required will be the ability to develop strong business relationships with outside vendors who provide product and services in support of General Code's marketing activities.

RESPONSIBILITIES

- Provides copywriting, graphic development and production of CMS marketing collateral materials, e.g., brochures, sell sheets, case studies, newsletters and more
- Responsible for CMS content on the General Code website including keeping the information fresh, up-to-date and meaningful to site visitors
- Develops and executes lead generation for the CMS sales team through direct response and other marketing promotional programs
- Tracks industry trends, competitive websites and other factors within CMS category
- Oversees CMS customer database and prospect lists
- Helps develop sales presentations for CMS sales team
- Develops business relationships with vendors such as graphic designers, printing firms and other marketing professionals
- Makes group presentations of marketing assignments and projects
- Monitors inventory of CMS collateral material
- Assists Marketing Supervisor and Marketing Coordinator in all CMS events

RESPONSIBILITIES (cont)

- Develops strong business relationships with key strategic partners
- Participates in creating and implementing social media messaging
- Provides marketing support in new product development
- Assists in the marketing expense budget related to CMS activities
- Works collaboratively with CMS sales management team on support activities for annual General Code sales meetings
- Provides other marketing communications support as needed

KNOWLEDGE, SKILLS AND EXPERIENCE:

- Bachelor's degree in related field is preferred and/or relevant marketing experience
- Prior experience in business to business marketing
- Prior experience in a marketing communications role
- Excellent copywriting ability in marketing communications
- Standard computer skills including Word, Excel and PowerPoint
- Strong planning, organizational and problem-solving skills
- Must be able to work in a fast-paced environment with attention to detail
- Creative and entrepreneurial approach to marketing communications
- Personal values that match General Code's corporate values
- Effective interpersonal, communication and public speaking skills
- Should be a self-starter and have the ability to work independently
- Ability to work collaboratively and on cross functional teams
- Must possess a positive attitude