



Job Description

Job Title: Marketing Specialist I

Job Family: Marketing

Job Sub Family:

Job Code:

Reports to:

FLSA Status:

Effective Date: 11.23.16

Position Summary

The Marketing Specialist I for Red Valve will be a highly motivated, creative, self-starter who provides support and assistance in market research, communication, development and design of company marketing literature, review and update of the marketing infrastructure which may include a database system, intranet, and/or an external website. Additionally, the role provides coordination of tradeshow and exhibitions. The successful candidate will coordinate the graphics production of proposals, projects, and marketing literature. Graphic Design skills and experience with InDesign is desirable. The ideal candidate will demonstrate the desire and ability for driving change, identifying business needs, areas of improvement and objectives through research and data backed decision-making that will empower them to make recommendations on appropriate business initiatives. Based in Carnegie, PA this position will report up through the Marketing Team.

Essential Duties and Responsibilities include the following:

- Design marketing materials including brochures, cut sheets, advertisements, newsletters, and other promotional materials in accordance with corporate standards. May require coordination of design work by outsourced suppliers.
- Contribute to the development and maintenance of the corporate image and provide design input into all company publications
- Assist in editing and revising PowerPoint presentations to meet company standards
- Provide tradeshow coordination and support for National and Local exhibitions
- Manage company websites including design, content, search engine optimization, and analysis
- Develop and maintain company LinkedIn accounts
- Promotes a continuous improvement mentality throughout the marketing team.
- Support short and long term planning initiatives within the Sales & Marketing team to improve VAG's market presence.
- Provide project and product support to regional managers and our expanded rep network.
- Coordinate market research and VOC studies.
- Using your business acumen and the RBS toolbox (Rexnord Business System – Lean manufacturing methods) develop, support and implement newer, more efficient processes and procedures that will improve SQDC and other key business metrics, both tactical and strategic
- Participation in Lean initiatives and Kaizen events
- Maintain a safe and clean working environment
- Participate in special projects as required



Supervisory Responsibilities

- No supervisory experience is required

Education

- Bachelor's Degree required, preferably in Marketing, or related field experience.

Skills/Experience

- Positive attitude
- Demonstrate a high level of energy, drive, enthusiasm, initiative, commitments and professionalism.
- 1+ years of marketing, data collection or other related business experience. Preferably in a low volume, highly engineered manufacturing environment
- Excellent skills in Adobe design suite (Photoshop, Illustrator, InDesign, etc.)
- HTML, VB Script, and SQL experience
- Knowledge and understanding of SEO, SEM, and social media platforms
- High level of proficiency with Microsoft Office Suite (Excel, Word, PowerPoint, Outlook, Access)
- Demonstrated experience in the development of creative in print and web
- Highly organized and able to manage multiple projects simultaneously
- Excellent time management, communication, customer service, and interpersonal skills
- Ability to work proficiently in a cross functional team (variety of people, departments and clients)
- Strong analytical skills
- Demonstrated ability to develop and execute action plans
- Acts with strong sense of urgency with keen attention to detail
- Creative thinker; strong analytical and decision making skills
- Excellent people, communication (written and verbal), and problem-solving skills.
- Ability to understand and follow written and oral instructions, with acute attention to detail
- Ability to adapt to unfamiliar processes and situations with minimal guidance
- Flexibility to adapt to deadlines, changing schedules, priorities, and unpredictable events within a fast-paced manufacturing environment
- Manage metrics with action plans and bowlers in accordance with the Strategic Deployment Process

Travel

Some travel will be required (less than 5%).



Core Competencies

- Creativity
- Perspective
- Business Acumen
- Drives for Results
- Hillenbrand Operating Model Operating Model
- Team Player
- Sound Decision Making
- Promotes Diversity
- Motivates Others
- Communication
- Humility

Physical Demands

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

While performing the duties of this job, the employee is regularly required to sit, stand, walk, use hands to handle and feel, reach with hands and arms, talk and hear.

DISCLAIMER: The above information on this job description has been designed to indicate the general nature and level of work performed by the employee within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of any employee assigned to this job. Nothing in this job description restricts management's right to assign duties and responsibilities to this job at any time.

Equal Employment Opportunity Employer: Female/Sexual Orientation/Gender Identity/Minority/Veteran/Disabled

ACKNOWLEDGED AND UNDERSTOOD BY:	DATE:
_____ Employee	_____

Approved By:	DATE:
_____ Supervisor	_____