



Job Description

JOB TITLE: **Marketing Associate**

Reports To: Director

Non-Exempt or Exempt

Prepared by: Human Resources

February 15, 2013

SUMMARY:

This position is primarily responsible for following up with existing clients and or New Client leads as directed.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Core duties and responsibilities include the following. Other duties may be assigned.

Helps to implement product simplification and standardization to eliminate unprofitable items from sales line.

Represents company at trade association meetings to promote product.

Helps to prepare sales presentations to key clients in coordination with sales representatives.

Meets with key clients, assisting sales representative with maintaining relationships and negotiating and closing deals.

Coordinates liaison between sales department and other sales related units.

Assists other departments within organization to prepare manuals and technical publications.

Helps with product research and development.

Helps to develop strategic marketing plans to achieve corporate objectives for products and services.

Helps to develop advertising and promotion opportunities including print, online, electronic media, and direct mail.

Serves as liaison with outside agencies on ongoing promotional campaigns.

Helps to create marketing surveys on current and new product concepts, and provides feedback for future product development.

Establishes and maintains a consistent corporate image throughout all product lines, promotional materials, and events.

SUPERVISORY RESPONSIBILITIES:

This job has no supervisory responsibilities.

COMPETENCIES:

To perform the job successfully, an individual should demonstrate the following competencies:

Intellectual

- Analytical - Synthesizes complex or diverse information; collects and researches data; uses intuition and experience to complement data.
- Problem Solving - Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; develops alternative solutions; works well in group problem solving situations; uses reason even when dealing with emotional topics.
- Technical Skills - Assesses own strengths and weaknesses; pursues training and development opportunities; strives to continuously build knowledge and skills; shares expertise with others.

Interpersonal

- Customer Service - Manages difficult or emotional customer situations; responds promptly to customer needs; solicits customer feedback to improve service; responds to requests for service and assistance; meets commitments.
- Interpersonal Skills - Focuses on solving conflict, not blaming; maintains confidentiality; listens to others without interrupting; keeps emotions under control; remains open to others' ideas and tries new things.
- Oral Communication - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions; demonstrates group presentation skills; participates in meetings.
- Written Communication - Writes clearly and informatively; edits work for spelling and grammar; varies writing style to meet needs; presents numerical data effectively; able to read and interpret written information.
- Teamwork - Balances team and individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit; puts success of team above own interests; able to build morale and group commitments to goals and objectives; supports everyone's efforts to succeed.

Leadership

- Displays passion and optimism; inspires respect and trust; mobilizes others to fulfill the vision; provides vision and inspiration to peers.
- Looks for ways to improve and promote quality; demonstrates accuracy and thoroughness.

Organization

- Ethics - Treats people with respect; keeps commitments; inspires the trust of others; works with integrity and ethically; upholds organizational values.
- Organizational Support - Follows policies and procedures; completes administrative tasks correctly and on time; supports organization's goals and values; benefits organization through outside activities.
- Strategic Thinking – Helps to develop strategies to achieve organizational goals; understands organization's strengths & weaknesses; analyzes market and competition; identifies external threats and opportunities; adapts strategy to changing conditions.

Self-management

- Judgment - Displays willingness to make decisions; exhibits sound and accurate judgment; supports and explains reasoning for decisions; includes appropriate people in decision-making process; makes timely decisions.

- Motivation - Sets and achieves challenging goals; demonstrates persistence and overcomes obstacles; measures self against standard of excellence; takes calculated risks to accomplish goals.
- Professionalism - Approaches others in a tactful manner; reacts well under pressure; treats others with respect and consideration regardless of their status or position; accepts responsibility for own actions; follows through on commitments.
- Quality - Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.
- Quantity - Meets productivity standards; completes work in timely manner; strives to increase productivity; works quickly.
- Safety And Security - Observes safety and security procedures; determines appropriate action beyond guidelines; reports potentially unsafe conditions; uses equipment and materials properly.
- Adaptability - Adapts to changes in the work environment; manages competing demands; changes approach or method to best fit the situation; able to deal with frequent change, delays, or unexpected events.
- Attendance/Punctuality - Consistently at work and on time; ensures work responsibilities are covered when absent; arrives at meetings and appointments on time.
- Dependability - Follows instructions, responds to management direction; takes responsibility for own actions; keeps commitments; commits to long hours of work when necessary to reach goals; completes tasks on time or notifies appropriate person with an alternate plan.
- Initiative - Volunteers readily; undertakes self-development activities; seeks increased responsibilities; takes independent actions and calculated risks; looks for and takes advantage of opportunities; asks for and offers help when needed.
- Innovation - Displays original thinking and creativity; meets challenges with resourcefulness; generates suggestions for improving work; develops innovative approaches and ideas; presents ideas and information in a manner that gets others' attention.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND/OR EXPERIENCE:

High School Diploma and some experience in marketing / sales helpful.

LANGUAGE SKILLS:

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization.

MATHEMATICAL SKILLS:

Ability to work with mathematical concepts such as probability and statistical inference, and fundamentals of plane and solid geometry and trigonometry. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

COMPUTER SKILLS:

To perform this job successfully, an individual should have knowledge of: Internet Software; Spreadsheet Software (Excel); Word Processing Software (Word); Electronic Mail Software (Outlook); and Presentation Software (PowerPoint).

OTHER SKILLS AND ABILITIES:

- Clear and conceptual thinking ability is a plus.
- Excellent judgment and discretion; ability to handle multiple priorities simultaneously, meet deadlines, and handle work-related stress is required.
- Friendly, courteous, service-oriented, professional, outgoing, and customer service oriented.
- Remain calm and professional in stressful situations.
- Detail-oriented and work effectively under pressure while meeting all applicable deadlines.
- Must be able to work independently and productively with minimum supervision.
- Recognize problems, identify possible causes and resolve routine problems.
- Ability to establish and maintain professional atmosphere for employees, clients and customers.
- Knowledge of a foreign language such as Spanish is a plus.

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.

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

The employee must occasionally lift and/or move up to 10 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

ACKNOWLEDGMENT:

My signature below acknowledges that I have read the above job description and agree that I can perform the responsibilities as presented. I understand this job description provides a general outline of job responsibilities and requirements and is not intended to be all-inclusive. I also understand that job responsibilities and requirements may change at any given time based on organization or departmental needs.

Manager Signature

Employee Signature

Date

Date

Human Resources

Date