



We're looking for a Marketing Specialist to join our team.

POSITION DESCRIPTION

This is a fast-paced, evolving position working with the Director of Marketing, Marketing Manager, and Graphic Designer. The marketing specialist will assist in developing and implementing marketing campaigns, social strategy, internal and external brand management, tradeshow logistics, and community involvement.

KEY RESPONSIBILITIES

- Drive customer and employee engagement and retention.
- Achieve measurable marketing metrics within budget.

JOB RESPONSIBILITIES

- Create content to grow the company's footprint (press release, corporate announcements, etc.)
- Oversee promotional & swag giveaways
- Manage Nova Flex's online presence and engagement opportunities
- Assist in designing marketing, advertising & promotional materials
- Manage all marketing automation to include lead nurturing and email campaigns
- Create results-driven content for emails, blogs, and additional collateral
- Drive engagement on social media platforms with creative content and interacting with key customers
- Oversee website to include performance, key metrics, messaging, forms, etc
- Manage the Lighting Exchange, a back-end portal to push content to our Agents
- Manage public relations activities such as press releases, blog posts, and articles; and build relationships with customers, industry leaders, and key partners in the community.
- Create and manage e-mail, digital and social media campaigns. Strengthen social media presence by managing social media accounts including content, engagement, and responses. Plan, create, release, and manage a variety of engaging new digital content.
- Continuously look for brand marketing opportunities, media, channels, and formats that can best tell our brand story (e.g., sponsorships, podcast series development, sponsored content, events, display, social, search, etc.). Respond to requests for sponsorships, partnerships, and other community-based marketing opportunities.
- Deliver a high-level strategy for our employment brand while creating and executing campaigns to drive relevance and results for recruitment needs.
- Perform other duties as assigned

QUALIFICATIONS

- Degree in Marketing, Communications, or similar field required
- 2+ years of marketing experience
- Experience with Adobe CC & Hubspot is preferred
- Outstanding written, verbal, and visual communication skills
- Strong multitasking ability and high attention to detail
- Strong all-around marketing capabilities with a proven understanding of email, SEO/PPC, social media, webinars, tradeshows, events, etc.
- Creative and data-oriented problem solver
- Outstanding organization skills
- Exceptional project management skills
- Self-motivated, self-starter, driven to get the job done!
- Ability to work well with others in a team environment

Physical Demands

Work is performed in an office environment. Repetitive motion. Substantial movements (motions) of the wrists, hands, and/or fingers. Must have the ability to lift and carry parcels, packages and other items, and to walk short distances.

NOVA FLEX[®]

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Since 2009, when first being asked to cut and solder LED tape prior to delivery, we've been committed to making lighting easy for our customers and Agent partners. It's our mission to deliver the highest level of customer service in the industry and continually expand our product offerings. We've expanded from LED tape to flex neon, channels, universal power supplies and RGBW flood and wall washing fixtures.

Today, our LED lighting products are used in/on stadiums, skyscrapers, hotels, casinos, educational institutions, restaurants, retail stores, health clubs, churches and more across the country. We're second to none in our customization and personalization!