

## MARKETING

Department	Reports To	FLSA Status	Prepared By	Approved By	Last Modified
Office and Admin	C. McCullough	N/A	HR	N/A	2020-01-08

Employee (print): \_\_\_\_\_ (signature)(X): \_\_\_\_\_  
 Manager (print): \_\_\_\_\_ (signature):(X) \_\_\_\_\_

### Job Summary

- Designs and create continual Marketing Campaigns for entire company.

### General Responsibilities

- Designs and implements Digital Marketing campaigns including email, social media, and other channels.
- Prepare print campaigns when needed; postcards and others
- Meet with employees in the Sales Department to better understand the needs and issues related to selling products and services.
- Train and implement Marketing campaigns with the Sales Team.
- Maintain a calendar of annual events to be proactive about communicating with customers. Strategically plan new campaigns and how to reach new targets.
- Implement and Maintain a Customer Relationship Management (CRM) system
- Maintain our Facebook page - Post pictures, updates, and sales
- Check email regularly for communication from customers and coworkers to ensure quick response times.
- Be present and prepared for sales meetings during business hours
- Communicate with art director and production coordinator regularly about schedule, order progress, and order revisions
- Communicate with customers throughout production process, including reminders of art awaiting approval and orders ready for pickup
- \*The company reserves the right to add or change duties at any time

### Job Qualifications

- **Education:** Bachelor's degree in Business/Marketing, or in a related field
- **Experience:** 1-2 years of related experience; or equivalent combination of education and experience

### Skills

- Excellent verbal and written communication
- Service orientation
- Social perceptiveness
- Active listening
- Critical thinking
- Time management