



WE ARE LOOKING FOR A **MARKETING SPECIALIST**



KEY ROLE

The Marketing Specialist will be responsible for executing effective marketing strategies, assisting with campaign development, analyzing the effectiveness of each campaign and developing our lead generation programs. The successful candidate will play an integral role in building and engaging the company's customer base, and creating effective strategies that will promote the long-term growth of the Rocket Station community.



RESPONSIBILITIES

- Develop, implement, and track marketing programs such as email, social media, or digital campaigns, and events
- Collaborate with other internal teams to develop and monitor strategic marketing initiatives.
- Analyze and report on the performance and efficiency of campaigns
- Conduct market research and analyze trends to identify new marketing opportunities
- Develop and create marketing materials, such as sales and product collateral, and ensure brand guidelines are met
- Write, proofread, and edit creative and technical content across different mediums
- Work with external agencies and vendors to execute marketing programs



QUALIFICATIONS

- Bachelor's degree in business administration, marketing, communications, or a related field
- 2-5 years of experience in marketing
- Strong knowledge of various marketing and analytics tools such as Marketo, Google Analytics, CRM systems (e.g. Salesforce), and content management systems
- Excellent analytical skills and a knack for data analysis
- Strong written and verbal communication skills
- Skilled in writing and editing content with an attention to detail
- Strong prioritization, organization, and project management skills
- Ability to travel as necessary



SYSTEM REQUIREMENTS

- Computer Processor: at least i3 (for both primary and back-up computers)
- Computer Memory/RAM: at least 8.00 GB (for both primary and back-up computers)
- Computer Operating System: at least Windows 7 64-bit

Internet Speed

- Primary Connection: running on a 10 Mbps wired plan (above 10mbps preferred)
- Back-up Connection: running at least 10 Mbps

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