

Job Title: Marketing Specialist

Company: Martin Technical, Inc.

Location: Westminster, CO.

About Martin Technical

Be part of a winning team that emphasizes quality and excellence in the field of industrial health and safety. At Martin Technical, we make facilities better, safer and more efficient by combining decades of expertise with today technologies and best practices. We are a privately held company based in Westminster, CO with a global presence and continuous growth.

We have opportunities open for individuals seeking a meaningful e-marketing specialist job in our Westminster, CO office. Our team members work in progressive office environment with opportunities that allow them to apply themselves in individual contributor roles or lead areas of the organization.

Learn more about us at www.MarTechnical.com

Position Summary

The Marketing Specialist will manage our e-marketing program, direct mail marketing as well as branding and tradeshow. This position supports sales and all marketing activities. This position has strong opportunities for growth, leadership positions, as well additional income earnings.

Primary Job Responsibilities:

- Optimize our e-marketing and lead nurturing processes through web, email, content, and social channels.
- Manage and improve our web sites, social media platforms, blog content, email campaigns, SEO, pay-per-click, inbound marketing assistance and customer list management.
- Manage and improve our e-mail marketing program including email content management, scheduling and analytics.
- Manage and develop content for our blog site.
- Manage marketing lists and customer marketing data.
- Support inbound marketing programs.
- Manage direct mail marketing campaigns
- Manage tradeshow

Experience and Qualifications

- Minimum 2 yrs experience with e-marketing or related fields.
- Strong team player with ability to both lead and follow on projects.
- Excellent communicator with an ability to use data to inform all decisions.
- Ability to perform a wide variety of tasks and familiarity with e-marketing practices and procedures.
- Good computer skills with experience in Word, Power Point and Excel.
- Knowledge, or the ability to quickly learn e-marketing and web software
- Self-motivated and gets projects done on time.
- Bonus Skills: Any creative or web skills such as Adobe, HTML

Education & Work Experience

- Minimum 2 years work experience in e-marketing or Bachelor's degree from four-year college; or equivalent combination of education and related work experience.

Travel

- Light travel required for tradeshow

Job Type: Full-time

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