

JOB DESCRIPTION

Title of position: Marketing Assistant

Classification: Regular Full Time

Reports to: Marketing Director

Salary:

Position Description:

Assists in all aspects of Marketing Department operations, including support, development and distribution of marketing and sales materials. This candidate should possess strong proper grammar usage, proofreading abilities, copywriting abilities, be detail and deadline oriented, and a team player, along with being creative and pro-active. Preferable degree in English and relevant experience.

Essential job duties:

As Marketing Assistant this individual will provide support to the Marketing Department. Responsibilities include, but are not limited to:

- Assist in the implementation of RAM marketing programs through magazine advertising, direct mail, trade shows, sales manuals, website, etc.
- Copywriting of press releases, ad copy, etc.
- Proofreading all marketing material.
- Maintain schedules, deadlines and appointments for Marketing Department.
- Excellent planning and organizational skills.
- Excellent telephone etiquette.
- Handle requests for samples and literature.
- Ability to prioritize multiple tasks and complete on a timely basis.
- Communicate effectively with staff and external support vendors.
- Assist in the management and update of website.
- Organize marketing materials and information for marketing meetings.
- Assist in keeping Sales Manual current in paper and electronic form.
- Assist with development of product catalog.
- Maintain advertising files—correspondences, press releases, magazine advertising, etc.
- Establish a user friendly file hierarchy on computer enabling others to recover or locate all needed information.

Successful candidates should possess:

- English degree and equivalent experience.
- Strong proofreading, grammar, and copywriting skills.
- Excellent communication skills, both written and oral.
- Excellent attention to detail and accuracy.
- Need a strong appreciation of the importance of completing tasks on deadline .
- Professional level of organization.
- Preferably have a working knowledge of graphics and printing programs and print media operations.
- Prefer knowledge in any of the following: PowerPoint, Word, Excel, Macromedia Freehand and Dreamweaver, Adobe Photoshop, QuarkXpress and Adobe Acrobat.