



Company Overview

LEOTEK is looking for a versatile and creative individual to join our dynamic marketing team. LEOTEK is an innovative LED industrial lighting technology company that is the leader in human-centric design.

Job Summary

Marketing Specialist - supports the company's strategic marketing initiatives. This position will work closely with sales and other business units to effectively execute key tactical marketing campaigns. The Marketing Specialist will play an important role in the following: Digital marketing, Editing, Content development, Graphics, Social media, Email campaigns, Project management, Event and trade show management, Marketing plan implementation, Expense reporting and Monthly analytical reporting.

Responsibilities and Duties

The Marketing Specialist will be responsible for the following activities:

- Partner with the Marketing Director to execute content strategy
- Manage inbound and outbound communications in a prompt and professional manner
- Create data-driven marketing collateral, and graphics
- Manage marketing automation programs
- Coordinate and execute marketing efforts with both internal staff and external clients

Qualifications And Skills

- 3-5 years of marketing experience
- Excellent writing and communication skills
- Demonstrated ability to manage multiple projects simultaneously
- Self-starter with a blend of creative, organizational, problem solving and time management skills
- Efficient workstyle to meet deadlines
- Ability to travel, as needed, to company meetings / events

Education

- Bachelor's degree in business, marketing, journalism, or a similar communications discipline (preferred)