

APT Marketing Communications Specialist

Job Description

Job Function: Assist sales and marketing management with communications media, advertising materials, campaign coordination and sales processes to effectively represent the company's brand, products and services to customers and prospects.

Basic Qualifications:

1. A bachelor's degree or equivalent in journalism, marketing, advertising, or communications.
2. At least two years of solid writing and editing experience, preferably with industrial power products.
3. Working knowledge of web tools to update APT company website, such as Dreamweaver
4. Working knowledge of publication programs to create marketing collateral, i.e. Adobe Illustrator or equivalent
5. Superior presentation and analytical skills, plus demonstrated skills to handle a variety of assignments simultaneously.
6. Working knowledge of Microsoft Office Suite, i.e. word, excel
7. Working knowledge of social media advertising/sales

Essential Functions:

1. Develop & maintain all marketing materials & communications media for the company
2. Implement/manage web site updates and measure performance. Monitoring search engine optimization, directory listings and web page analytics and propose changes as part of business.
3. Develop and coordinate multimedia packages—letters, brochures, video, point-of-purchase displays.
4. Develop direct mail programs and monitor roll-out of the campaign.
5. As required assists sales with preparation and presentation of quotations and proposals
6. Responsible for monthly direct communication newsletter to customers.
7. Staff company booth or exhibit at trade and community fairs.
8. Maintain customer database in CRM program (Oasis)

Personal Attributes:

1. Have strong English written and verbal communication skills, second language a plus.
2. Detail oriented. Candidate will be expected to perform detailed tasks correctly without supervision.
3. Able to work independently.
4. Customer service oriented.
5. Flexible schedule. Work outside normal weekday hours may occasionally be required.
6. Conscientious, committed to a high standard of personal and professional ethics.

Compensation & Benefits:

1. The position is classified as Full Time, exempt, flexible hours, targeting ~40 hours per week.
2. Benefits include Medical, Dental, Vision & Retirement Plan
3. Salary commensurate with experience.