



Marketing Associate

Date:	April 3, 2018	Job Family:	Professional
Department:	Sales & Marketing	Job Group:	Professional
Reports to:	Director of HR, TD & SM	OT Status:	Exempt
Location:	Monticello, MN	Relocation Available:	No
Openings:	Full Time		

Job Summary

The Marketing Associate is responsible for the development, promotion and implementation of diverse and broad marketing initiatives, programs and materials. The Marketing Associate provides organizational and sales support as the “point person” for marketing activities, ensuring UMC’s overall brand strategy is upheld.

Essential Functions

The primary duties and responsibilities of the Marketing Associate consist of but are not limited to:

- Marketing Initiatives, Programs and Systems
 - Assists in the development of strategic sales, marketing and communication plans, ensuring accurate and realistic objectives
 - Through joint consideration and planning with management, determines and formulates marketing objectives, policies, and programs designed to achieve maximum volume and profitable operation
 - Develops, promotes, enhances, and implements a variety of marketing programs and tools. Implements and maintains a consistent marketing message across all forms of communication
 - Functions as the subject matter expert and point person on UMC’s digital strategy, ensuring content, design and brand are represented across web, social media and other platforms
- Sales Support
 - Supports sales engineers in responding to sales and marketing requests.
 - Identifies sales tools needed at the point of sale and then designs, creates and maintains these tools based on the department's overall marketing strategy
 - Prepares, edits and ensures the distribution of promotional materials to increase brand awareness and knowledge of UMC’s services, leading to increased sales volume
- Marketing Research
 - Conducts market and industry research, needs analysis, profiling and active monitoring of areas of interest and integrates into current marketing strategy
 - Designs, implements, evaluates and leverages market research programs on existing and potential new services or technology to expand the market and increase revenues
- General Marketing Activities

- Partners to design and support training programs and presentations to employees, managers and customers through webinars, seminars, marketing memos, etc.
- May travel to conferences and customers. Stays up-to-date with trends and the competition. May represents the organization at public events, trade shows, actively marketing UMC to various audiences
- May lead and participate in the coordination of UMC events for employees, customers and suppliers
- May negotiate with vendors (e.g. social media platform, direct mail system, UMC Company Store, marketing promotional items) on pricing and contracts
- Completes and maintain all required paperwork, records, documents, etc.
- Exhibits a working knowledge of health and safety, responsible for safety awareness, while upholding and improving the culture of safety within the organization. Identifies opportunities for improvement and acts if appropriate, before a problem occurs. Reports potential hazards, unsafe working conditions, unsafe equipment, unsafe acts, and injuries immediately
- Other tasks as assigned

Qualifications

- Minimum Requirements - H.S. Diploma or equivalent
- Required: Bachelor's degree in Business, Marketing, Communications or related field.
- Preferred: Master's degree in related field or MBA
- Preferred: 5 + years progressive experience in Marketing
- Experience in a manufacturing environment is not required

Accountabilities

- Accountable for managing projects to timelines and budgets
- Troubleshoot within area of expertise and proactively offer support as needed
- Escalate issues through appropriate channels when necessary

Authorities

- Coach, mentor, train and assist coworkers on components of marketing plans

Competencies

- Excellent written and verbal communication skills, creativity
- Poised and professional interpersonal skills
- Ability to lead cross functional teams and collaborate/influence across the organization
- Critical thinking skills to identify and elevate opportunities and risks across projects and work to help teams achieve goals
- Ability to work in a results-oriented, team-based, fast-paced environment, prioritize projects and deliver quality results within tight time constraints
- Strong work ethic and a drive for perfection with an attention to detail
- Aggressive self-starter, highly motivated team player driven to achieve excellence
- Demonstrated performance success as an individual contributor
- Proficient in use of computers and technology commensurate with job requirements
- Knowledge of digital/e-commerce platforms and tools such as Graphics/ Adobe Creative Suite, Mailchimp, Magento, Social Media, Basic Coding HTML and CSS, Microsoft Office
- Able to understand the technical nature of the company