



JOB DESCRIPTION

Job Title: Marketing Specialist

Department: Marketing

Reports To: Newterra Marketing Manager

FLSA Status: Exempt

Date Issued: January 2023

SUMMARY:

The Marketing Specialist develops, supports and executes internal and customer-facing (external) communications that reinforce Newterra's corporate, marketing, brand, content and program objectives. Working from the strategic marketing plans, this position manages the timely production and resources for content and demand initiatives such as advertising, public relations, tradeshow, social, digital, messaging and product literature. They will interact closely with a cross-functional group including Marketing, Product Marketing, Customer Service, Sales, Applications and Engineering, as well as external vendors/partners. This individual must be proactive, highly organized, detail-oriented, and an effective communicator (written and verbally).

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Plan, support and execute strategic marketing and communication needs supporting program activities; including the creation of creative briefs, timelines, calendars, creative downloads and tactics.
- Manage the processes and templates to create multi-channel communications
- Maintain project records and collaborate to create new tools, procedures and templates for better efficiency and productivity.
- Provide content and execute digital marketing campaigns, maintenance and updates, including website, social media, email blasts, SEM and other digital marketing efforts.
- Develop metrics and reports utilizing all analytic tools necessary such as SEO software, Google Analytics, and Google Ads Manager to make informed decisions on all web and digital advertising strategies.
- Creates and executes a strategy of acquisition and list growth for a variety of audiences and segments;
- Analyze various data sources (i.e. 3rd party research, competition, digital trends, past campaign data) to help guide and inform digital plans
- Manage and support tradeshow, conferences and public relations activities.
- Create and execute sales tools, including case studies, literature and presentations as needed
- Manage allocated budgets, identifying cost-savings where appropriate.
- Drive programs through execution partnering with creative and digital resources to ensure output aligns with the strategy, expectations, and objectives
- Assists in the development of the annual marketing plan which includes working with the VP of Marketing and other Newterra leadership to achieve business goals
- Other duties as assigned.

The information listed above is not comprehensive of all duties/responsibilities performed. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position. This job description is not an employment agreement or contract. Management has the exclusive right to alter this job description at any time without notice.



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OTHER DUTIES AND RESPONSIBILITIES:

- Ability to manage multiple campaigns/clients at once and effectively prioritize work
- Work with digital agency to support and amplify digital strategy
- Contribute to product positioning, messaging and core creative development, ensuring cross-functional collaboration.
- Establish strong relationships with key stakeholders; proactively communicate deliverables, expectations, project timelines, program activity and logistics.
- Sets planning calendar, coordinates cross-functional activities and planning processes, manages timelines, and ensures timely completion of all deliverables.
- Analyze and advise on factors affecting the buying or selling of Newterra products or services to improve marketing efforts.
- Consult with product development personnel on product specifications, such as design, color, or packaging to improve marketing efforts.
- Responsible for performing duties in a safe manner and promoting safety to others in accordance with Newterra's safety policies and procedures. This includes reporting all safety concerns, near-misses, and incidents to their Manager.
- Adhere to the company processes as detailed in Newterra's online systems and programs and bring forward ideas for continuous improvement.
- Responsible for completing all assigned training applicable to your position in the applicable timeframe.
- Complete all responsibilities while ensuring adherence to Newterra's Delegation of Authority.

MINIMUM QUALIFICATIONS:

- Bachelor's degree in marketing, sales, business, or related industries.
- Minimum 5 years in B2B marketing and advertisement.
- Proven record of creating successful marketing plans and campaigns.
- Expert in online marketing and social media strategies.
- Proficient in Microsoft Office Suite
- Knowledge of Hubspot marketing automation.

KNOWLEDGE, SKILLS, AND ABILITIES:

- An understanding of principles and methods used to promote, display, and sell products and services.
- Judgment and decision-making skills with the ability to consider the relative costs and benefits of potential actions and choose the appropriate option.
- Proven record of performance with setting long-term and short-term goals.
- Ability to identify measures of performance and actions needed to improve performance to achieve organizational goals and objectives.
- Ability to motivate, inspire, and provide feedback to subject matter experts, as well as accept and act on feedback from colleagues.
- Ability to work collaboratively with others to achieve a common goal.
- Self-motivated with a positive attitude.
- Ability to work independently.
- Good written and oral communication skills.
- Excellent problem-solving skills.

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PHYSICAL DEMANDS:

Regularly required to sit for prolonged periods; frequently required to stand, walk, and use business equipment daily such as a computer, copier, telephone, etc.; occasionally required to reach overhead, bend, and lift objects of up to 15 lbs. Complex communication, thinking, and analysis required.

WORK ENVIRONMENT

Generally, works in an office environment. The noise level in the work environment is usually moderate. However, may be required to visit production sites and exposed to outdoor or manufacturing elements.

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