

CONFIDENTIAL

Job Description
F-HR-005 rev A



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Marketing Communications Specialist

FLSA: Exempt
Revision 3/7/18
Date: _____

Department: Sales and Marketing
Reports To: Gary Barone

Job Summary:

The SilcoTek Marketing Communications Specialist position helps and assists in all aspects of marketing, customer interaction and business development for SilcoTek. Exemplifies SilcoTek's sales philosophy of "Prospect for Gold, follow up until Sold and Love them until Old".

Essential Duties:

1. Support and execute Inbound and Outbound marketing calendar activities, including email promotions, digital and print advertisements, and more.
2. Market products by visiting customers, attending trade shows, writing promotional literature, designing advertisements, and managing mail lists.
3. Review and recommend improvements of SilcoTek website.
4. Support and manage of trade show planning, stocking and logistics
5. Develop and design marketing materials, literature, white papers and presentations
6. Recommend new products and provide analysis of market and competitor activity.
7. Recommend cost and price strategies based upon market and customer analysis.
8. Communicate with other departments to solve problems, delegate work, and follow up on project progress.
9. Respond to specific customer inquiries, typically in the form of call transfers from customer service representatives.
10. Provide support to sales representatives and manufacturing representatives both domestic and international. Present training seminars and visit key accounts to develop personal and working relationships.
11. Attend and participate in departmental and team meetings.

Additional Responsibilities:

1. Perform other duties as assigned.

Qualifications:

Education/Experience:

- Bachelor's degree in marketing, communications, business management, or other related discipline; or 3 years job experience in customer support.



Knowledge/Skills/Abilities:

- Proficiency in Adobe suite applications e.g. InDesign, Photoshop, and Illustrator a plus (ability to learn is required)
- Competent computer skills, including e-mail, spreadsheets, word processing and database applications
- Ability to deliver creative marketing assets from conception to execution
- Exceptional written and oral communication skills, including ability to make presentations
- Ability to work well with others in a team environment
- Ability to perform marketing and project planning
- Ability to travel both domestically and internationally for expected minimum 6 weeks annually.