

## **POSITION: Marketing Communications Specialist**

Expert Technology Associates, a recognized leader in sales, consulting and on-going support of voice and data technology systems is looking for a Marketing Communications Specialist to join our Marketing team.

### **Description of Responsibilities:**

Responsible for developing creative content for ongoing and one-time marketing communications, sales materials, and Web marketing resources for ETA, ETA's channel partner program, and VoxNet, ETA's sister company. This position is a critical part of the Marketing team and plays a significant role in the department's overall success.

### **Additional Responsibilities include:**

- Write, edit and review sales support documents such as product/service brochures, case studies, presentation materials, technical sheets, and competitive analysis documents
  - Interview/consult with appropriate subject matter experts to develop understanding of services and the business value they provide
  - Consult with Marketing Programs Manager and sales leadership to ensure alignment of materials with sales and company objectives
  - Using design software, lay out documents with photographs, illustrations, and diagrams
- Write and distribute marketing communications, including monthly "eBulletin" emails, quarterly customer/prospect newsletters, customer lifecycle communications and more.
  - Consult with Marketing Programs Manager and sales leadership to determine topics that are in alignment with sales strategies and goals
  - Create and distribute emails using online distribution tool
- Create, regularly update and monitor content on ETA's Website and partner sites
  - Design and write copy for Web pages for new product launches, case studies, event promotions, etc.
  - Continually update the "News Desk" section of ETA's Website with breaking news and articles relating to ETA's success
  - Design and write copy for landing pages specific to email and social media campaigns
  - Work with business and strategic partners to develop Web pages promoting ETA's services in alignment with their positioning and/or specific campaigns
- Design and write copy for internal marketing tools such as job aides, scripts, checklists, and marketing updates
- Update online email distribution lists on regular basis to include new customers and prospects
- Monitor, track and distribute communications effectiveness results (opened emails, click-throughs, etc.) to sales representatives for follow-up
- Additional project work, as needed

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**Required Skills:**

- Proven copy writing ability and business vocabulary
- Ability to manage multiple simultaneous projects within established timeframes
- Strong interpersonal skills and commitment to teamwork
- Attention to detail

**Qualifications:**

**Education:**

- Bachelors Degree or equivalent experience

**Knowledge Requirements:**

- Demonstrated proficiency in office and work processing software including Microsoft Word, Excel, PowerPoint and Outlook
- Experience using design software such as Quark Xpress, Adobe InDesign, Microsoft Publisher, or similar products

**Experience**

- One to two years copy writing or marketing communications experience
- Experience working in business to business background a plus

**The Right Candidates will benefit from:**

- Full benefits package including disability and life insurance
- 401 K program
- An extensive and ongoing training program
- Education Reimbursement