

**Position:** Marketing Associate  
**Company:** PartnerShip  
**Reports to:** Marketing Manager  
**Location:** Westlake, OH 44145

### **POSITION SUMMARY:**

The Marketing Associate is responsible for coordinating and implementing daily marketing activities and managing projects that support business objectives and marketing initiatives.

### **ESSENTIAL FUNCTIONS:**

- Implement marketing campaigns and promotions by assembling compliant distribution lists, preparing and editing communications materials, developing schedules, coordinating timelines, and monitoring costs and results.
- Facilitate the creation of promotional materials by coordinating requirements with graphic designer and vendors.
- Copy write, edit and proofread traditional and electronic marketing and sales collateral materials, including flyers, event collateral, advertisements, social media content, etc.
- Develop content to support lead generation, including blog posts, white papers, case studies, etc.
- Ensure all materials comply with PartnerShip, association, and appropriate carrier partner branding guidelines; coordinate approval of all necessary materials through association and carrier partner brand compliance departments as required.
- Assist with tracking and analyzing sales and marketing materials and evaluate their effectiveness.
- Coordinate activities relating to the planning and implementation of trade shows or other meetings, including marketing collateral creation and execution, ordering of branded promotional products, and event promotion.
- Create presentations for specific markets as needed.
- Assist Program Managers in launching new association programs and developing corresponding marketing materials.
- Work in conjunction with Business Systems to manage the integrity of customer and lead data for marketing lists.
- Assist Marketing Manager in the implementation of marketing initiatives, as needed.

### **EXPERIENCE, KNOWLEDGE AND SKILLS:**

#### **Required:**

- Bachelor's degree in Marketing, Communications, Business, or other related field.
- Previous experience in a marketing role, preferably with B2B marketing.
- Strong project and time management skills.
- Excellent organizational skills and strong attention to detail.
- Ability to prioritize and complete simultaneous projects effectively under tight deadlines and budget parameters with minimal supervision.
- Experience working independently, as well as, within cross-functional teams in a collaborative, professional environment.
- Capacity to be adaptable and flexible in a continuously changing environment.

- Demonstrated written and oral communication skills.
- Strong analytical skills.
- Proficiency in Microsoft Office (Word, Excel, PowerPoint).

Desired:

- Prior experience with Microsoft Dynamics CRM and Click Dimensions.
- Prior transportation industry experience.
- Digital marketing expertise (or a strong interest in digital marketing), including Google Analytics, Google AdWords, SEO, email, etc.
- Basic knowledge of HTML/CSS for editing emails, landing pages, etc.

**DECISION MAKING:**

Limited

**CONTACT WITH OTHERS:**

1. Internal

- a. Marketing Director; Marketing Manager; Graphic Designer; NACS Creative Services; Print Shop; Mailroom; Publications; PR
- b. Sales/Customer Service Associates, Program Managers
- c. Operations & IT Department staff
- d. Managers/Directors/Executives

2. External

- a. Members of other associations
- b. Directors and staff at other associations
- c. Print and promotional item vendors

**SUPERVISION:**

None

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.