



## Marketing Specialist

Reporting to the Product and Marketing Manager, the Marketing Specialist will “wear many hats” and be actively involved in the development and implementation of the overall marketing strategy for Warming Trends. This position closely partners with cross-functional teams to support marketing programs and coordinating activities to align with Warming Trends strategic business goals.

### MARKETING

- Manage the marketing department’s initiatives with the planning, executing, and tracking of marketing programs such as email, event, paid and organic social media, blogs, public relation activities, and content marketing.
- Develop and drive creative direction to meet objectives for all public-facing communication, including print, digital and video assets.
- Work closely with leadership to create compelling messages that convey Warming Trends product strengths to set us apart.
- Create, proofread, and edit copy for various marketing channels, ensuring consistent brand voice.
- Proactively review and evaluate marketing campaign performance on an ongoing basis by analyzing key metrics and creating comprehensive reports to determine what can be improved or optimized.
- Manage external (agency) resources and vendors to ensure high-quality and timely execution of marketing programs.
- Work with the Product Manager to create product positioning and commercialization plans to ensure successful new product launches.
- Manage the website and dealer locator, including design and maintenance of content. Solicit customer feedback and reviews and respond to same.
- Assist with developing a yearly marketing plan and budget.
- Maintain product catalog(s), collateral material and technical documentation ensuring on-time updates.

- Maintain all product specification documentation (new and legacy items), ensuring up-to-date status and revision accuracy, partnering with engineering and other key stakeholders.
- Maintain industry memberships and search out new opportunities.
- Attend press checks as needed.
- Manage display program.
- Coordinate all company apparel, merchandise, and promotional items.

#### **COMMUNICATION AND SUPPORT**

- Manage team meetings for execution of events.
- Develop and maintain efficient customer communication and feedback channels.
- Support the Product Management team with product launch activities, product bulletins and competitive analysis.
- Assist in product-related responsibilities including new product development.
- Assist and coordinate dealer and distributor on-boarding.

#### **RESEARCH**

- Analyze industry trends, market analysis, and marketing best practices to build successful strategies.

#### **TRADESHOW MANAGEMENT**

- Independently coordinate marketing and tradeshow events, including overseeing logistics, managing registrations, coordinating with vendors, developing, and ordering marketing materials and collateral.
- Create and maintain an up-to-date calendar of all outside activities requiring marketing support and/or booth set up.

#### **QUALIFICATIONS**

- Post-secondary degree in marketing, communications, or related area preferred.
- Minimum of 3 years of work experience in consumer marketing or related marketing role.
- Experience in the consumer-products industry is preferred.
- Must be a positive and proactive team player with excellent people skills to interact with leadership, peers, cross-functional teams, third parties and customers.

#### **KNOWLEDGE AND SKILLS**

- Developed understanding of B2B and B2C marketing practices and digital marketing for a product-focused company.
- Possess detailed knowledge of products and markets to successfully lead the marketing efforts for Warming Trends.
- Excellent written and verbal communication skills.
- Ability to synthesize data and pull insights to create recommendations.
- Ability to work effectively within a group, as well as independently, and enjoy working with different personality styles and management levels, both in person and across geographies.
- Proven experience developing and executing marketing plans and campaigns.
- Detail-oriented and organized with exceptional prioritization skills.
- Strong project management, multi-tasking, and decision-making skills.
- Demonstrated proficiency with Microsoft Office and other desktop publishing programs; experience with web-based interfaces, Adobe Creative Suite and Google Analytics is a plus.

#### **JOB TYPE**

- Full-time

#### **STARTING PAY/PAY RANGE**

- \$59,000 - \$66,000 Salary

#### **BENEFITS**

- 401(k)
- 401(k) matching
- Dental insurance
- Employee discount
- Health insurance
- Life insurance
- Paid time off
- Vision insurance

#### **SCHEDULE**

- 8-hour shift
- Monday to Friday

#### **SUPPLEMENTAL PAY TYPES**

- Bonus pay.

### ABILITY TO COMMUTE/RELOCATE TO

- Englewood, CO 80110: Reliably commute or planning to relocate before starting work (Required)

### WORK LOCATION

- One location

Warming Trends LLC is an equal opportunity employer. Warming Trends, LLC does not discriminate on the basis of race/color/religion/sex/national origin/veteran/disability/age/sexual orientation/gender identity or any other characteristic protected by law.

