

Position:	Marketing Specialist	Supervises:
Reports To:	Director of Marketing	n/a
Employment Status:	Regular, Full Time	
FLSA Classification:	Non-exempt, hourly	
Pay Range:	TBD	

Position Summary:

As a key member of the marketing and sales team, the Marketing Specialist is responsible for developing marketing materials and sales tools to increase awareness and sales of the company's products (directly and through partners), enabling successful product launches, and enhancing the company's market presence. The Marketing Specialist works closely with others at Sonic Concepts and partner organizations to ensure marketing deliverables created meet not only the goals of the company but the needs and expectations of partners, prospects, and customers.

Responsibilities and duties:

- Delivers consistently creative, high-quality marketing and sales materials and tools in a timely manner to enhance the prospect and customer experiences while driving revenue growth
- Collaborates with other team members, marketing contractors, and partners to maintain a consistent brand look and feel, and effective differentiated positioning and messaging
- Acts as a liaison by proactively informing internal and external teams of upcoming plans, projects, and promotions and related timelines
- Develops new ways to generate interest in our company leading to a preference to work with us, as well as innovative ways to increase the sales of the company's products and brands
- Designs email campaigns promoting our products, defining the calls-to-action and development of content, while tracking the metrics for success and suggesting improvements for future programs
- Manages key marketing systems (marketing automation, CRM) used for customer communication and lead cultivation. Maintain effective list hygiene by managing unsubscribe and bounce back responses to campaigns in a timely manner
- Creates and implement digital marketing content across company websites and other various channels, including effective social media content and engaging digital advertising to help drive consumer traffic to customers
- Facilitates webinars and online events with customers to help drive awareness and interest in the company's products. Assists with the development and implementation of virtual tradeshow booth presence, monitoring virtual chats and fielding inquiries from potential customers
- Manages production elements and relationships with event service vendors and customers, including facilities, A/V, food and beverage, equipment for events. Oversees setup and teardown of exhibits and travel logistics in various locations
- Attends conferences and symposia as company representative in exhibit booths in person, and represents the company virtually as needed
- Performs administrative duties for the marketing and sales department, and other general marketing duties as assigned

- This position is based in the Bothell, WA office and may be appropriate for partial telecommuting, subject to manager's approval
- This position requires weekday (Monday - Friday) attendance with some scheduling flexibility available around core working hours. Some overtime may be required to support special events and projects on weekends on a limited and seasonal basis
- Occasional travel may be required

Education and experience:

- Bachelor's Degree in marketing, communications, business, or equivalent work experience required
- 2+ years of experience working on marketing projects in a business environment required
- Experience working for a business-to-business or medical technology company preferred
- Knowledge of medical, clinical, academic research environments a plus
- Experience working with global companies a plus
- Ability to speak multiple languages a plus

Knowledge, skills, and capabilities:

- Self-starter, able to quickly develop a level of technical product knowledge and an understanding of the industry
- Ability to work well with and collaborate with highly technical people
- Exceptional communication, organizational and project management skills
- Strong attention to detail, with the ability to manage and complete multiple projects in a fast-paced, deadline-driven environment on time and within budget critical
- Ability to work collaboratively as part of a small team to deliver outstanding marketing results and execute project plans (including contingency plans), within short timeframes vital
- Demonstrated analytical and problem-solving skills with an understanding of marketing success criteria and measurement required. Understanding how marketing contributes to business success and revenue growth crucial
- Experienced at content creation, campaign development and tracking as well as marketing promotion needed
- Demonstrated ability to conduct email marketing campaigns focused on customer retention and lead nurturing, with experience using marketing automation and web analytics tools needed
- Proficiency with Microsoft Office Suite products required
- Experience working with HubSpot, Zoho or similar CRM products needed
- Experience with Mailchimp, Constant Contact, or similar email marketing tools preferred
- Basic print & digital design skills preferred. Video content production experience a plus

Physical, Mental and Visual Demands

- Lifting, carrying, reaching 15 lbs. and less – frequently; over 15 lbs. –seldom
- Sitting, standing, seeing, walking, hearing – frequently
- Continuous mental and/or visual attention; the work involves performing complex tasks to very close accuracy and continual work using a computer