

Summary:

Metal Exteriors' (ME) Sales & Marketing Assistant is responsible for implementing marketing strategies and tactics to create engaging content, build brand awareness and reach new customers.

Responsibilities:**Marketing Strategy**

- Execute marketing strategies that align with overall business goals and objectives
- Maintain an understanding of the market, competition, and industry trends
- Maintain the Metal Exteriors brand identity and voice

Marketing Operations

- Maintain marketing campaigns across a variety of channels, including digital, social, print, and company events
- Manage relationships with external vendors and agencies to support marketing initiatives
- Create and manage content creation across a variety of channels

Sales Support

- Create and maintain sales enablement materials, including sales collateral, product positioning, and presentations
- Work closely with the sales team to ensure marketing campaigns support sales initiatives

Qualifications:

- Bachelor's degree in marketing, or a related field preferred.
- Strong knowledge of development and execution of successful marketing campaigns across a variety of channels
- Strong knowledge and skills in content creation, SEO, back-linking & PR
- Experience with Microsoft Office, Canva, AI software, Adobe, etc.

Classification and Compensation:

- Full-time, exempt employee status
- Onsite: Shiloh, Ohio
- Health benefits including vision and dental
- Eligible for employer IRA retirement contributions after 1-year of service
- Quarterly Profit Sharing after 90 days of employment
- Reports to: VP, Sales & Marketing
- Salary Range: \$52,000 - \$72,800