

Subject: Marketing Specialist

MFP is a leader in automation solutions. We specialize in fluid power, automatic lubrication, and electrical automation. Our approach to the market is from a technical, problem-solving aspect to best meet our customer's needs. Educating our customers about the advancements in automation technology is a passion for MFP and a driving force for growth.

MFP is looking to hire a Marketing Specialist that is as dedicated to the industry as we are!

Job Purpose:

We are looking for a Marketing Specialist with strong writing skills and digital capabilities who will play an important role in the execution of marketing plans to support business growth. The Marketing Specialist will produce high-quality and impactful marketing content for a variety of mediums to increase brand awareness and lead generation. The person in this role will contribute to highly visible customer facing programs and projects with responsibilities that include assisting in campaign development, supporting integrated marketing activities, creating effective communications plans, and aiding in successful implementation of each.

A successful candidate possesses strong written and verbal communication skills, organizational skills, and the ability to see, produce, and present data-driven results. The individual must have the ability to prioritize to meet deadlines and work well with others across the company.

Experience with email marketing, CRM, industrial /automation marketing, website content management, online media, press releases, Canva, Creative Cloud Suite, and other digital marketing activities is essential. This role requires a high level of creativity, problem solving skills, the ability to thrive in a fast-paced work environment, and a passion to advance both themselves and the company.

Responsibilities:

- Assist with the design, implementation and optimization of inbound and outbound digital strategies including overall search engine optimization (SEO) and marketing (SEM).
- Create and strategically manage online media content, utilizing Canva and other professional content creation platforms.
- Maintain consistent brand standards across all mediums including print, digital, documentation, apparel, and more.
- Manage vendor relationships for branding, advertising, search marketing, and public relations.
- Create brand guide for company.
- Coordinate photography and videography shoots, including editing assets to post online.
- Coordinate with sales team to leverage CRM system more effectively.
- Manage special events both internally and externally.
- Manage contact database in CRM.
- Manage and update strategic marketing plan with executive team.
- Support executive team as needed

Skills /Qualifications:

- Bachelor's degree in marketing, communications or related field, or equivalent combination of education and experience (3-5 years); preferably in the B2B industry.
- Experience with CRM systems, preferably HubSpot.
- Experience with marketing automation.
- Expertise in Microsoft Office suite of software including Word, Outlook Excel, and PowerPoint
- Experience with Creative Cloud Suite including Adobe Acrobat, Photoshop, Illustrator, InDesign, and Premiere.
- Strong knowledge of current trends in social media, particularly LinkedIn.
- Ability to target, market, and reach potential new hire candidates.
- Strong writing, editing, proofreading and design skills are essential, including ability to present concepts verbally.
- Excellent organization skills, with ability to prioritize and manage multiple projects simultaneously.
- Self-directed, strong sense of initiative, ability to work well in a team environment.
- Basic photography skills.
- Basic knowledge of Google Analytics and geofencing.
- Qualified candidates should have a deep knowledge of marketing and be outstanding communicators. Critical thinking, time management, active listening, writing, speaking, and problem solving are some of the key attributes to success.

Compensation:

- Salary + performance-based bonus
- Competitive health benefits
- 401K with company contribution

Contact:

Email resume and cover letter to Kelly Shuck at kshuck@mifp.com if interested.