



Marketing Associate

We are searching for a Marketing Associate to help us tell our story and grow our business worldwide. The Marketing Associate is responsible for developing traditional and digital advertising and marketing materials to retain and strengthen our relationships with current customers and attract new ones. The ideal candidate believes that marketing's role is to support sales and has a knack for seeing the world through the eyes of our customers.

The Marketing Associate will report to the Director of Sales and be part of the marketing team, which consists of our President, Director of Sales, and external marketing strategist.

Qualifications	Minimum	Preferred
Education	Bachelor's Degree in Marketing, Business, Communications, or related field.	Master's Degree a plus
Experience	4-6 years of marketing experience with a manufacturing company.	Experience using Adobe Creative Cloud is a plus.
Job Specific Knowledge, Skills & Abilities	Exceptional written, verbal, and presentation communication skills Ability to thrive in a self-directed, fast-paced, team environment Strong analytical skills Strong organizational and project management skills and an eye for detail A team player who is focused on achieving the company's goals Proficiency with Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, Teams)	

Key Responsibilities

Develop annual marketing plans for Duramax Marine, Duramax Industrial, and other relevant target markets.

Develop and update marketing materials, including but not limited to:

- Product videos
- Print and digital ads
- Trade show booth graphics
- Promotional items
- Website
- Social media posts
- Sales PowerPoint presentations
- Email marketing program
- Product catalogs
- Brochures/products sheets

Manage external creative resources

Coordinate our attendance at trade shows, including booth graphics, set-up, staffing, pre, during, and post-show promotions to generate booth traffic and business, goal setting, and post-event analysis and follow-up.

Serve as a partner to our distributors and dealers by providing marketing materials needed to support their businesses. Keep the distributor portal up to date.

Generate new and innovative ways to differentiate and message the Duramax brands.

Develop and ensure consistency in messaging across internal and external communication and marketing materials.

Collaborate with sales, customer service, engineering, product development, and others to develop strategies and marketing tactics to support our business objectives.

Working Conditions

Environmental

Works in a combination of normal office and general factory conditions

Physical/Mental

Intermittent sitting, standing, and walking in the normal course of duties in an office and factory setting. Travel to trade shows and events four to six times a year, which may include international