



JOB TITLE:	Marketing Assistant	Location:	Elmira
DEPARTMENT:	Marketing	Type:	One Year Contract (possibility of permanent position after)
REPORT TO:	Marketing Coordinator	Salary:	Commensurate with experience
INTERNAL RELATIONSHIPS:	Department Managers/Supervisors, The Ownership Group, Sales Department, Human Resources		
EXTERNAL RELATIONSHIPS:	Suppliers, Customers		

JOB OVERVIEW

The objective of the Marketing Assistant is to support the success of the marketing department through growing the brand of the Tri-Mach Group of Companies both internally and externally.

KEY RESPONSIBILITIES

- Regularly update and manage social media communities (Facebook, Twitter, LinkedIn, and YouTube) including updating a monthly content calendar
- Research and create daily blogs to showcase customer value relating to our products, services, and industries
- Collect and interoperate social and website analytics to prepare periodic reports demonstrating growth of online initiatives
- Photograph, film, and subsequently file ongoing projects for customer acceptance and future marketing initiatives
- Design and develop various forms of marketing communications, including posters, brochures, quarterly newsletters, etc.
- Help promote internal culture and employee engagement through employee events, social initiatives, company intranet, etc.
- Research into potential advertising opportunities, providing a ROI analysis when possible
- Conduct competitive analysis research (SWOT analysis) to identify and recommend areas of improvement
- Help maintain and update the company websites through new written content, images, and videos
- Assist in company clothing order, including recording, purchasing, and distributing various articles of clothing
- Research and apply to potential awards and grants the company is eligible for
- Routinely monitor and order marketing promotional material/swag, keeping the boardrooms stocked
- Cover reception duties during the receptionist's breaks and vacation days
- Perform other relevant duties as assigned

PREREQUISITES

- A degree or diploma with a focus in marketing or communications
- Excellent communication skills (verbal and written)
- WordPress web design experience with basic HTML and CSS knowledge
- Experience with Adobe software, especially Photoshop, InDesign and Premiere Pro
- Strong MS Office skills – Word, Outlook, Excel, and PowerPoint
- Able to work effectively and reliably under pressure
- Experience working with third-party social platforms, including Hootsuite and MailChimp
- Photography and videography experience, specifically using a DLSR, GoPro, and drone