

# Vacancy Announcement

## Marketing Associate

### Position Summary

Great opportunity to grow your career with a premier Direct-to-Consumer Marketing company helping people live happier, healthier lives. Provide essential management of multiple aspects of Marketing campaign development and implementation, ensuring efforts are executed accurately and on-time. The ideal candidate will leverage strong Creative and Analytical skills to coordinate creative, develop and execute contact strategies, track and report results and work cross-functionally with many teams across the organization.

### Duties and Responsibilities

- Develop and manage marketing campaigns to maximize customer retention and profitability
- Coordinate Creative Kickoffs for various projects and track through project management system. Review drafts and provide feedback on copy and design, and ensure the accuracy of promotional details (offer, pricing, etc.)
- Work with Operations teams to set up campaigns, including list selection and execution to maximize results
- Analyze campaign data and results; provide interpretation and recommendations for improvement
- Manage the execution of many forms of customer communication
- Coordinate various project details by effectively communicating with Product Managers, Creative, Operations, Customer Service and Ecommerce teams
- Create training presentations and resources for customer service
- Manage marketing insert process, including set-up, creative execution, inventory tracking and results

### Education and Experience

- Bachelor's Degree in Business, Marketing or related field from an accredited four-year college or university
- 3 years of marketing experience, ideally consumer-facing
- Proficient in MS Office, especially Excel

### Preferred Qualifications

- Enthusiastic learner, eager to build expertise in Marketing Strategy and Tactics
- Organized, self-starting multi-tasker who can stay on top of several projects simultaneously
- Flexible, with the ability to adapt to changing business needs
- Desire to add value beyond execution of day-to-day tasks
- Strong collaborator who can succeed within a diverse cross-functional environment
- Excellent communicator, both written and oral

<b>Reports To:</b>	Marketing Director, Loyalty Marketing
<b>Department:</b>	Direct Marketing

*Our company is committed to equal employment opportunity. We will not discriminate against employees or applicants for employment on any legally recognized basis ["protected class"] including, but not limited to: race; color; religion; genetic information; national origin; sex; pregnancy, childbirth, or related medical conditions; age; disability; citizenship status; uniform service member status; or any other protected class under federal, state, or local law.*

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<b>FLSA:(Exempt/Non-Exempt)</b>	Exempt – Professional
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