

Vacancy Announcement

Marketing Associate/Senior 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 audience contact strategies, prepare campaign set-ups, and track and report results.

Duties and Responsibilities

- Develop and manage Direct Mail campaign schedules, ensuring projects are completed on time and within budgeted specifications
- Coordinate Creative Kickoffs for assigned projects and enter 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 in the CRM system, providing a smooth experience for customers
- Analyze campaign data and financial results; provide interpretation and recommendations for improvement
- Coordinate project details by effectively communicating with Product Managers, Creative, Operations, Customer Service, and other Marketing colleagues
- Create training presentations for customer service

Education and Experience

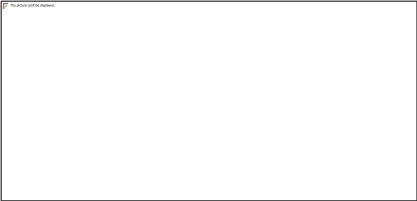
- Bachelor's Degree in Business, Marketing or related field from an accredited four-year college or university
- 3 years of marketing experience, ideally consumer-facing
- Proficient in MS Office, especially Excel

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

Reports To:	Marketing Director, Loyalty Marketing
Department:	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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FLSA:(Exempt/Non-Exempt)

Exempt – Professional

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