



Marketing Specialist

Department: Sales and Marketing

Supervisor: VP Sales and Marketing

Job Summary

The Marketing Specialist is responsible for assisting in strategic development, competitive positioning and creating promotion approach for (1) All Flex Solutions brand entity, (2) four respective flexible packaging and heater product lines, and (3) work to position products within their respective marketplaces for competitive success.

Typical marketing tools that are used at All Flex Solutions include broadcast email campaigns, website development with SEO enhancement, tradeshow, technical writing, press releases, product documentation or literature, video communication, social media outlets, print advertising, and minor projects that draw and retain prospective customers to All Flex Solutions.

The Marketing Specialist is responsible for developing and documenting market-oriented positioning, messaging, and competitive differentiation. The Marketing Specialist seeks to understand the relevant market and key buying criteria to develop effective outbound communication in the most effective mediums.

Essential Job Duties

1. Work with marketing and sales to develop positioning strategy, market-oriented messaging with competitive differentiation for each product line.
2. Work with marketing and sales to develop, manage and maintain appropriate and efficient marketing channels to reach prospects within their respective product offering as well as promote the overall brand.
3. Work with product management and sales to identify new unserved/underserved market opportunities, and if necessary complete market analysis of those opportunities.
4. Marketing liaison to product management for product launch planning and implementation of marketing programs. Collaborates with product managers on developing and implementing marketing launch plans.
5. Share market-oriented knowledge and collaborate with sales and product management to ensure alignment to overall brand messaging.
6. Collaborates with All Flex Solutions engineers and product managers to write content such as white papers, technical reviews, case studies, blogs and interviews/videos, showcasing All Flex



Solutions' expertise, market-oriented benefits, offerings and enhancing the understanding of All Flex Solution's offering, positioning and role in the market.

7. Promote the All Flex Solutions brand and individual product lines in press releases and technical content using direct mail, website posts, and social media platforms Facebook, Instagram, YouTube and Twitter
8. Manage tradeshow logistics – reserving booth space, display shipment, ordering booth furnishings and lead retrieval, literature and product sample support as needed.
9. Promote and advertise our tradeshow schedule through broadcast email, website schedule and social media platforms – LinkedIn, Facebook, Instagram, YouTube and Twitter
10. The Marketing Specialist may be required to work several tradeshows per year, which will require 15% travel.
11. Coordinate with human resources on internal employee directed communication to enhance employee awareness and their value to the enterprise.
12. Collaborate with sales, marketing, and/or other sources to generate sales and marketing reports as needed.

Essential Universal Position Attributes

- Functions as a team member by assisting, supporting, and encouraging other employees in any way possible.
- Meets deadlines as required.
- Regular, predictable attendance is an essential function of this position.
- Capable of working independently.
- Ability to coordinate tasks for varied program and project areas.

Minimum Job Requirements:

- Bachelor's Degree in Marketing, Sales, Business, Communication or related field
- Related Experience: Three years of business-to-business product marketing.
- Must be a documented citizen of the United States
- Effective written and oral communication skills as well as strong interpersonal skills. Must be able to communicate effectively to a wide variety of audiences externally and internally.
- Cross-functional collaborative skills.
- Outstanding organizational and time management skills.
- Must be able to identify, analyze and solve complex problems in an efficient and creative manner.



- Proficient in all Microsoft Office tools.
- Skilled in WordPress, Salesforce and Pardot.
- Proficient and comfortable using social media communication using LinkedIn, Facebook, Instagram, YouTube and Twitter
- Skilled in NetSuite would be desirable.
- The ideal candidate would be interested in expanding their role into a marketing leadership position, within the larger organization, over time.

All Flex Solutions has a highly collaborative work environment, and is an equal opportunity employer, and does not discriminate in hiring or employment on the basis of race, creed, color, religion, sex, national origin, citizenship status, age, disability, marital status, familial status, sexual orientation, veteran status, public assistance status, or any other status protected by applicable law.