



Position: Marketing Specialist

Job Type: Full-time

Job Description

HELUKABEL® USA, Inc. has an opportunity for a Marketing Specialist position. The Marketing Specialist will assist the marketing team with the duties listed below and any other task assigned by the Marketing managers.

Responsibilities:

- Collaborate, create, review, support and deliver marketing projects that include, but are not limited to: branding/corporate identity, advertising, media/press, trade shows, product launch, presentations, mailings, website and Search Engine Optimization (SEO).
- Advertising – Support in the design, development and deployment of advertising campaigns in domestic publications and online via Google or LinkedIn. Research new media outlets and key search terms for Google, LinkedIn, etc. advertising campaigns to reach untapped customer bases.
- Social Media – Support in updating social media channels in collaboration with the marketing team.
- Trade Shows – Support trade show appearances (current & new shows) with trade show logistics (shipping, installation and breakdown) and daily show activities.
- Marketing Collateral – Support in the design, development and deployment of digital and print collateral i.e. brochures, flyers, presentations, catalogs and videos.
- Email Marketing – Support in the design, development and deployment of monthly newsletter, customer and industry targeted emails as well as seasonal company updates to drive customer awareness of company capabilities.
- Website – Support in the design, development, deployment and maintenance of web pages associated with the company's website. Research SEO terms for implementation and improved organic search engine ranking.
- Be a company product marketing expert for all U.S. marketing channels.
- Liaise with external vendors to execute promotional events and campaigns as needed.
- Interact with field sales personnel and customers to gain knowledge of customer's needs.
- Recommend modifications to all marketing channels & collateral to enhance their usefulness to customers.

Additional Responsibilities:

- Promotional Marketing – Oversee the marketing inventory of shirts, promo items and research new items that can be used by the sales team on customer visits. Support in literature distribution to field sales personnel and customers.
- Brand Awareness – Manage college sponsorships to drive awareness of HELUKABEL at a preliminary level. Work with Regional Sales Directors/Managers and research other opportunities to showcase the brand.
- Marketing Communications – Review and edit stories, newsletters, press releases, and marketing collateral as needed.
- Administrative – Assist in ad hoc administrative tasks.



Desired Skills and Preferred Experience:

- Bachelor's Degree in Marketing, Communications, Advertising, Graphic Design or related discipline
- 2-4 years of experience in a marketing role with a thorough understanding of marketing elements (including traditional and digital marketing such as SEO, social media, etc.) and market research methods.
- Solid computer skills, including MS Office, marketing software (Adobe Creative Suite: Photoshop, InDesign, Illustrator, Premier & After Effects, Canva), and applications (web analytics, Google Adwords etc.) strongly desired
- HTML/web development tools (e.g. Dreamweaver) is a plus.
- Previous experience with CRMs is a plus.
- Ability to work well in a fast-paced, collaborative environment.
- Excellent analytical, communication and presentation skills.
- Strong organization and prioritization skills.
- Ability to lift 25 pounds or more

Compensation & Benefits:

- Compensation: depending on experience
- Health, dental, vision, & life insurance
- 15 PTO days after 90 days employment
- Simple IRA 3% Match

About HELUKABEL®

For more than 40 years, HELUKABEL® has been one of the most successful and fastest growing companies in the field of industrial cable and wire. With an extensive portfolio containing over 33,000-line items, and 71 global locations, multiple international manufacturing locations, 44 distribution facilities combined with an expansive network of exclusive partnerships around the globe, we are able to deliver orders within extremely short delivery times.

Application Submission Options

Please apply via email to career@helukabel.com with the subject line Marketing Specialist.