JOIN OUR TEAM

MobileDemand
Achieve More

MobileDemand is on the lookout for a **Senior Marketing Specialist** to join our dynamic team. This role requires a candidate who can blend creative ideation with content development, managing a broad spectrum of responsibilities including trade show event coordination, website content, email campaigns, newsletters, and more. This role offers an exciting opportunity to contribute to the growth and visibility of our company through innovative marketing initiatives and national tradeshow events.

RESPONSIBILITIES:

GENERAL

- Assist in implementing an overarching marketing strategy across all MobileDemand platforms, including social media, ensuring content is engaging and on-brand.
- Create engaging copy and content to support the company's branding and marketing initiatives.
- Actively manage all social media platforms, creating and scheduling assets for each.
- Analyze data for reports and case studies, working closely with the team to enhance workflow efficiency.
- Collaborate with cross-functional teams to ensure alignment of marketing efforts with sales, product development, and other departments.
- Stay informed about industry trends, competitor activities, and best practices to identify new opportunities and optimize marketing strategies.
- Assist in the development and execution of integrated marketing campaigns across various channels (email, social media, website, blogs, etc.)
- Work closely with the marketing team to understand project requirements and ensure deliverables meet objectives.

TRADE SHOW EVENTS

- Plan, coordinate, and execute trade show events from conception to completion, including booth design, logistics, staffing, travel and post-event follow-up.
- Assist and implement marketing strategy and promotion for all trade show events including assets and collateral, promotional materials, email, and social media strategy.
- Oversee social media strategy for all events.
- Manage pre- and post-show communications to prospects, clients, and partners to maximize attendance and engagement. Oversee surveys, newsletters, and event recap reports for client and internal event feedback and learnings
- Analyze performance metrics and ROI of tradeshows and marketing campaigns, providing actionable insights and recommendations for continuous improvement.
- Build and maintain relationships with vendors, sponsors, and industry partners to leverage resources and enhance the success of trade shows and marketing initiatives.

REQUIRED SKILLS & EXPERIENCE:

- Bachelor's degree in Marketing, Business Administration, or related field.
- Proven experience (2+ years) in marketing roles, with a focus on trade show management and event planning.
- Experience with photography, photo editing, and video production/editing.
- Experience with HubSpot, particularly website content management, landing pages, email campaigns, and other marketing tools.
- Familiarity with KeyShot or similar 3D rendering software would be a bonus.
- Experience in graphic design, including creating marketing collateral, product materials, and digital assets using Adobe Creative Cloud applications such as Photoshop, InDesign, Illustrator, and Premiere Pro.
- Strong, organized project management skills with the ability to prioritize tasks, meet deadlines, and manage multiple projects simultaneously.
- Excellent communication skills, both written and verbal, with the ability to effectively convey ideas and information to diverse audiences.

COMPENSATION:

Salary in line with experience/qualifications | Paid vacation and holidays | Company 401(k) program with company match | Company medical, dental, and vision plan | Company life insurance and short- and long-term disability