#### Marketer

Job Type: Full-time

**Required Education: None** 

### Description

Keystone Advertising Specialties is looking for a creative, hands-on Marketer. This role is essential to building a best-in-class marketing strategy within our organizations. They will be a key player within our company and will drive the successful adoption of current and new features, as well as create and shape compelling and exciting content for various organizations. As our brand manager, you will also spearhead tactful marketing strategies that will successfully position Keystone to resonate with various customers and clients in the targeted markets.

## Requirements

- Degree in marketing, business, related field required or experience in the position.
- Outstanding organizational and execution skills, attention to detail, and the ability to manage multiple tasks.
- Possess effective coaching abilities to mentor and develop others within the organization.
- Comfortable being the go-to person for product marketing communication and market expertise.
- Excellent communication skills with the ability to distill complex issues and detailed analysis into simple, structured frameworks with concrete action plans.
- Experience working within a small team.
- Strong reputation as a top performer with a proactive approach who has a "roll up your sleeves" mentality.
- Insights driven, innovative; champions breakthrough ideas and initiatives.

#### Responsibilities

- Continue our tradition of award-winning parade floats.
- Developing sales support media.
- Develop, implement and execute the overall creation and shaping of internal and external content, to be shared through a variety of different networks, from print media, social media, TV, and radio.
- Refine and drive messaging across online and offline channels.
- Work directly with Senior Managers to communicate marketing strategies and goals across all practice groups.
- Create and execute data sheets, ad flyers, and video content.
- Help manage aspects of marketing planning, budgeting, metrics, and reporting.
- Participate in writing and generating new content for Keystone's websites.

- Serve as company spokesperson as needed for certain media, analyst, and public speaking engagements.
- Work with Senior Leadership to develop strategic marketing plans supporting specific market/industry priorities wanted to advance the Revenue Analytics brand.

# What We Offer

- Competitive salary
- Health insurance
- Life insurance
- 401k
- Paid vacation, personal and sick days