



JOB DESCRIPTION: MARKETING ASSISTANT/SOCIAL MEDIA COORDINATOR

JOB CODE: MM-MA
DEPARTMENT: Sales & Marketing
REPORTS TO: Sales Manager
TYPE: Full Time
DATE UPDATED: January 19, 2018

JOB SUMMARY for the MARKETING ASSISTANT: Entry level position for the person that will be part of a team that is responsible for various duties which include e-mail marketing, SCO, social media, and video production.

ESSENTIAL FUNCTIONS for the MARKETING ASSISTANT (include, but not limited to):

- **Marketing**
 - Generate and post content on Urner Barry controlled social media
 - Organize, execute, monitor, and measure effectiveness/ROI of marketing activities
 - Research and acquire lead lists for marketing activities.
- **Video**
 - Record produce, and disseminate promotional video and regular market content
 - Assist Urner Barry's Multimedia Designer

QUALIFICATIONS for the MARKETING ASSISTANT:

- Bachelors in Marketing or Business Administration is preferred
- Creative ability and imagination.
- Excellent communication skills.
- Ability to work under pressure.
- Command of PC Windows environment including Microsoft Office Suite
- Professional appearance

CHARACTER for the MARKETING ASSISTANT:

- Smart, flexible, diligent and professional
- Maintain sense of urgency
- Straightforward, honest, team player

COMPENSATION for the MARKETING ASSISTANT:

- Base salary
- Health, Optical, Dental, Orthodontic Insurance, 401k, Profit Sharing

SUBMIT RESUME TO: Human Resource Manager
Urner Barry
P.O. Box 389
Toms River, NJ 08754
Fax: 732-341-0891
E-mail careers@urnerbarry.com