

JOB TITLE: Marketing Associate
Department: Marketing
Date: February 1, 2018
Reports to: Senior Director of Business Strategy
Salary Range: DOEE [Full-Time, but Temp-to-Hire]

Position Description: Supports the Company's marketing team by managing information, updating spread sheets and generating reports.

Responsibilities:

1. Heavy data management. Works continually to maintain and manage information in spreadsheets.
2. Responsible for coordinating coupon programs.
3. Monitors MAP (Minimum Alternative Pricing) and reports Internet retailers that violate Company's pricing policy.
4. Responsible for mailing to professionals, e.g. doctors, dentists, etc. and other specialty mailings such as retailer promotions, sales reps' requests.
5. Assists in tradeshow as may be requested by supervisors.
6. Assists sales reps in their various promotional projects and marketing efforts.
7. Researches web and identifies key health and wellness blogs, contacting blog owners and providing them with samples and other available marketing materials for Company's products.
8. Performs any other related duties, as may be required.

Requirements:

1. Bachelor's Degree
2. Advanced Excel Skills (Knowledge of pivot tables, vlookup and other Excel data management tools is required.)
3. Knowledge of Amazon, Google Analytics/Adwords and HTML/CSS/Dreamweaver a plus
4. One year experience as Marketing Associate preferred.
5. Great attitude and work ethic

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is required to occasionally alternate between sitting and standing positions. The employee frequently is required to reach with hands and arms, use hands and fingers to handle controls, computer and mouse; talk and hear. The employee is occasionally required to walk, stand, stoop, and lift as required to file documents or store materials

This Job Description should not be construed to imply that these requirements and duties are the exclusive standards of the position. Incumbents may be required to follow any other instructions, and to perform any other related duties, as may be required.

throughout the work day. Specific vision abilities required by this job include close vision and the ability to adjust focus. Proper lifting techniques required. This position may include lifting up to 25 pounds for files, computer printouts on occasion.

Schedule: M-F (8:00 a.m. to 4:30 p.m. with a 30-minute unpaid meal break)

We are an equal opportunity employer.