



Job Description

Job Title: Marketing Assistant (Entry Level)

Department: Marketing

Reports to:

FSLA Status: (Part Time/ Full Time) 8:00am – 5:00pm, Monday – Friday

Summary:

To assist the Marketing Team Leader in day-to-day internal and external marketing duties while helping to support companywide marketing initiatives, campaigns, projects, events, branding and social media, etc., that have a long-term effect on the organization's goals and objectives. This position is considered entry level to start.

The Systel Marketing Assistant should possess a positive attitude, professional presence, and work well in a team environment. He/she is expected to assist in proactively researching new marketing strategies and creative advantages within our industry by performing the following duties:

Essential Duties and Responsibilities:

- Create and design of external and internal marketing content for flyers, promotions, advertising, events, bulletins, etc.
- Support the Marketing Team Leader in the development of digital marketing initiatives (social media and video production) that align with the company's strategy and branding efforts
- Assist with website design elements, content updates, and the development of a Search Engine Optimization (SEO) strategy to drive web traffic
- Explore and research new products, services and technology to help create innovative marketing initiatives and materials
- Assist in the planning and implementation of employee and customer events and campaigns
- Keep inventory of promotional items and distribute to Systel branches as requested
- Support the Marketing Team Leader in managing barter expirations and upcoming sponsorships
- Update and maintain Systel's intranet platform, "The Source"
- Work with Systel Printing Services to place print orders and track completion from start to finish
- Layout and design internal company newsletter for distribution each week
- Update and maintain Systel companywide phone directory at least bi-annually
- Create and distribute employee email signatures
- Other administrative duties as assigned

Qualifications:

A 2-year Associates Degree or 4-year Bachelor's Degree in Marketing, Communications, Journalism, Public Relations, Graphic Design and/or related fields is required. Proficiency in Microsoft Word, PowerPoint and Excel are required. Graphic Design background with experience using Adobe InDesign, Illustrator, and/or Photoshop is preferred.

An eye for detail, passion for design, and willingness to learn the industry are a must. Applicant must be available during normal business hours (M-F, 8am-5pm) and have the ability to travel when necessary. Must



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have excellent interpersonal communication and collaboration skills, a positive attitude, must be resourceful, self-motivated, and multi-task oriented with the ability to meet deadlines.