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Company:	Jomar Group	<b>Contact:</b>	Renta Varghese
Location:	Warren, MI	Phone:	586-268-1220
Base Pay:	N/A	Fax:	586-979-8315
Employee Type:	Full-Time/ Part-Time	Employee Email:	hr@jomar.com
Industry:	Manufacturing/ Sales Distribution	Websites:	<a href="http://www.jomar.com">www.jomar.com</a>
Job Type:	Marketing & Communications		
Req'd Education:	4 Year Degree		
Req'd Experience:	3-5 years		

## Job Description

**# Positions:** 1

**Position:** Marketing Content Specialist

### Overview:

Jomar Group, a manufacturer and distributor of innovative plumbing, industrial and HVAC components, is seeking a Marketing Content Specialist to support all of its divisions. The successful candidate would possess education and experience in a related field. The candidate must also have an educational background and or practical experience with a variety of marketing and communication activities.

### Responsibilities:

- Create all print and digital sales and marketing collateral
- Source and work with print vendors for various types and levels of print jobs
- Create custom print and digital materials for sales reps and regional managers
- Design and develop all company websites
- Maintain social media and email communications
- Create and deploy company newsletter
- Create and update packaging for all products, communicate with vendors about product changes or requirements
- Create storyboards, scripts, film and record audio for video training
- Photograph and retouch product for use in sales collateral, advertising, promotional materials
- Design and work with vendors for tradeshow booth and experience
- Source and work with vendors for branded merchandise items (swag)
- Redraw customer logos for private label use
- Book and coordinate shipping for tradeshow
- Write copy for press releases and other announcements
- Select, negotiate annual rates, and coordinate online and print advertising
- Develop and maintain department budget throughout the year
- Maintain Google Adwords
- Incorporate and monitor Google Analytics
- Customize Shopify ecommerce store
- Support regional managers, external sales teams and internal staff as needed



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## Job Requirements

- Bachelor's Degree in Business Administration, Marketing & Communications, or equivalent experience
- A minimum of 1-3 years experience (Education may be taken in conjunction with experience)
- Educational or practical knowledge of traditional and non-traditional Marketing activities and methods of communication
- Computer Program proficiencies: Excel, Power Point, MS Word, Outlook, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Audition, Adobe Premiere, Adobe After Effects, HTML5, CSS3, Javascript, PHP, Bootstrap framework, Google Adwords & Analytics, Shopify e-Commerce
- Attention to detail and accuracy
- Strong organizational skills and ability to multi-task
- Creative thinker
- Networking Skills
- Excellent interpersonal skills with team members and clients
- Desire to learn