

Community Professional Loudspeakers Job Description

Title: Marketing Associate
Department: Sales & Marketing
Reports To: Director of Marketing and Sales Operations
Location: Chester, Pennsylvania, USA

Company Description:

Founded in 1968, Community Professional Loudspeakers is a global provider of innovative professional loudspeakers found in the world's leading sport venues, auditoria, theme parks, worship facilities and convention centers. Community designs and manufactures high-performance products that provide reliable, long-term service indoors and outdoors in extreme and challenging environments.

Summary Description:

The Marketing Associate will work with our marketing, sales, technical applications and product management teams to create marketing materials, develop programs, plan events and implement sales, marketing and advertising activities aimed at increasing sales and company growth.

Responsibilities:

- Develop and implement successful marketing and advertising campaigns, strategies, plans and objectives.
- Plan meetings, trade shows, seminars and training/demo events. Organize promotional activities for new products/services. Develop and produce support presentation materials for such events.
- Create, deliver, edit, and optimize website content, ad copy, videos, training materials, and marketing materials. Write marketing copy.
- Concept, writing, preparation, placement and delivery of press releases, advertisements and corporate communication.
- Coordinate flow of information and communication and disseminate it according to plan/strategy. Ensure company messages are consistent.
- Set up tracking systems for marketing campaigns and online marketing activities.
- Manage social media, email campaigns, video content library, literature and promotional materials inventory.
- Production of artwork, sourcing images, print buying and checking copy.
- Work with marketing team to coordinate day-to-day activities that lead to the completion of projects and tasks.

Skills and Qualifications:

- Bachelor's degree in Marketing or related field
- 5+ years of proven work experience in marketing or similar role
- Strong attention to detail, well organized and self-motivated
- Ability to work effectively under pressure and to meet tight deadlines
- Exceptional writing and communication skills
- Strong analytical skills with a goal-oriented attitude
- Knowledge of traditional and digital marketing tools and SEO/SEM campaigns
- Proficient in Adobe Creative Suite including Photoshop, Premiere Pro and InDesign
- Solid computer skills, including MS Office, web analytics and Google Adwords
- Pro audio industry background helpful