

Marketing Specialist

(10/20/2021)

Team:	Marketing
Reports to:	Sr. Marketing Manager
SLT Leader:	EVP, Business Development

1. Job Description

As a Marketing Specialist, you will work with the company's Marketing Team on a variety of projects to support World Travel, Inc.'s overall business needs. The ideal candidate will be a self-starter with exceptional communication, time management, and organizational skills.

This position has a strong potential for promotion from within. You will own your success. Your success will be measured by your ability to achieve meaningful annual goals, which will be broken down into achievable monthly and quarterly objectives.

Your goals will be tied to the company's overall growth strategy. You and your leadership team will work together to set your goals and quotas. Your performance will be reviewed on a regular basis, and no less than four times a year, through a series of meaningful one-on-one conferences or "focus meetings" with your immediate supervisor.

2. Core Responsibilities

- Take a lead supporting role in external and internal marketing activities by displaying expertise in certain areas such as event planning, advertising across multiple channels, and optimizing content development.
- Assist with digital marketing initiatives including weekly and monthly e-newsletters, email marketing, social media, website enhancements and updates, contact management, marketing automation, PowerPoint slide decks, and special projects as needed.
- Develop marketing collateral (slicks, brochures, etc.) that give our sales team an edge over the competition.
- Maintain an inventory of all promotional items and communicate with vendors to reorder as needed; assist with the preparation of event supplies and materials, inventory packing, and shipping.
- Ability to form, administer, and coordinate all aspects of company marketing functions, strategies, objectives, and initiatives.
- Work with subject matter experts across the enterprise to come up with branding ideas, graphic designs, promotional materials, and advertising copies.
- Investigate the performance of the company's marketing campaigns and strategies through key metrics.

3. Minimum Qualifications

- B.A., B.S. degree in marketing, public relations, communications, or similar discipline; or equivalent work experience

- 2+ years' work experience in marketing preferred
- Superior communication skills
- Proven track record of applying essential elements of marketing (branding, planning, content development, public relations, social media, and digital campaigns, etc.)
- Exceptional time management skills
- Experience with marketing automation preferred (Ideally experience with HubSpot)
- Familiarity with Adobe Creative Cloud a plus
- Growth mindset – you enjoy challenges and demonstrate that you seize opportunities to learn, improve, develop, and grow

4. Other Important Information

- Today, this position is a hybrid position that combines remote work with commuting to the company's headquarters in Exton, PA at least three days per week.
- This position involves travel, up to 20%.
- This job description is intended to describe the general nature and level of work being performed by the person in this position. This is not intended to be a complete list of all duties, responsibilities, and/or skills required. Other responsibilities that may be assigned from time to time, to address organizational needs.
- World Travel, Inc. is an equal opportunity workplace. All qualified candidates will be considered.
- If you have a disability or any special needs that we might need to accommodate, please let us know.
- People who hold this position should be prepared to sit for long periods of time, use multiple computer screens, and be able to view them for long periods of time. Lifting objects (boxes) may be required from time to time.