

# MARKETING AND BRANDING SPECIALIST

## WHO WE ARE:

We are a family owned Employer and HR Service provider, furnishing Payroll and Human Capital Management Services to over 3000 employers in the Tri-State area. Consistent with the our mission, we are driven to achieve the highest standards of client service by delivering reliability, professionalism, knowledge, and value. Through adhering to this mission, we have grown rapidly, thus the need to add to our existing team of dedicated co-workers.

**Management:** Throughout the entire organization, our energetic and driven co-workers foster an inner fire, coupled with a results orientation. With a clear mission, a solid set of priorities, and strategically placed goals; we intends to build upon our very strong track record.

**Opportunity:** We are in the process of creating our own Marketing department. This represents a “ground floor” opportunity, with the aim of building and leading our myriad of marketing activities. The right candidate will be given the tools to expand the business, while working in an environment where they can grow both personally and professionally.

**Culture:** We have made every effort to establish a culture that promotes a strong work ethic, while still providing an atmosphere that is fun, easy-going, and promotes camaraderie. It is believed that by adopting such a culture, we have been able to recruit and maintain a high-caliber staff across the entire Company.

## JOB SUMMARY:

We are seeking a hard-working, ambitious, full-time Marketing and Branding Specialist. Reporting to the Director of Sales/Marketing and COO, the Marketing and Branding Specialist will lead our marketing and communication activities, as we look to rapidly expand the business.

## **POSITION RESPONSIBILITIES:**

Among the Marketing and Branding Specialist responsibilities will be the following.

- Creating in-house, or coordinate with outside vendors, the writing and formatting of our newsletter and email blast communications
- Managing updates and any redesigns of the company website
- Planning SEO/SEM, email, social media, and display advertising campaigns
- Maintaining and expanding our social media presence
- Measuring and reporting on the performance of all business-to-business marketing campaigns
- Identifying emerging trends and insights, optimizing spend and performance based on these insights
- Reviewing new technologies and keeping the company at the forefront of developments in digital marketing

## **SKILLS QUALIFICATIONS:**

- Bachelor's Degree in Marketing/Business a plus
- Basic graphics, branding and marketing knowledge
- Strong background in SEO and SEM activities
- Knowledge of HTML, Microsoft Word, Excel, Power Point, Adobe Suite
- Self-starter
- Results-orientation
- Exceptional Writing and Communication Skills
- Knack for design
- Creative and innovative personality
- Strong people skills
- Self-driven yet open-minded to the ideas of others
- Delivers work on a timely basis

**COMPENSATION:** Competitive Salary, commensurate with experience and skill-sets

If you meet these requirements and wish to work for a progressive growing company, with advancement opportunities, we would be interested in speaking with you about potentially joining the Payroll team. Please send your resume— [positionopen544@gmail.com](mailto:positionopen544@gmail.com) — including salary requirements, and a cover letter explaining why you believe you would be a good

candidate for this position, so we might have a follow-up discussion with you pertaining to this opportunity