

Marketing Assistant

InGear, a marketing communications agency that helps audio and video technology companies tell their stories, is looking for an account executive to work in our offices in Salt Lake City, Utah or Sherwood, Oregon. Candidates in other locations who can show they're able to work effectively from a home office environment will also be considered.

Job Description

A junior-level position, the Marketing Assistant is responsible for executing delivery of contracted services to clients on a day-to-day basis under the direction of senior member of our staff.

Primary responsibilities include:

- Maintain a project tracker associated with managing status of client activities for multiple clients
- Assist in the creation and implementation of content marketing strategy for an assortment of clients in various industries
- Review and edit websites, blogs, social media postings, etc.
- Perform market and SEO keyword research for optimization
- Management of client social media channels
- Monitor blogs, forums and social networks
- Manage social media, website and traditional media monthly reports
- Create newsletters and e-blasts
- Maintain good client relations through professionalism in all functions
- Perform other duties as requested

Minimum Requirements

- Bachelor's degree preferred
- 1 to 3 years experience in public relations or marketing communications
- Direct experience in video, audio, broadcast equipment, information technology, or telecommunications a plus
- Excellent verbal communications skills
- Strong writing and editing skills and experience with social media, press releases, case studies, white papers, marketing collateral, magazine articles, or related work
- Proven experience developing and pitching story ideas to editors
- Ability to coordinate multiple projects in order to meet deadlines
- Proficient in Microsoft Office applications
- Understanding of marketing-oriented social media tools and techniques

- English native speaker or nearly native knowledge of English (must be able to pass a proofing test).
- Knowledge of one or more languages besides English a plus, especially French or German.
- Some travel to trade shows and client locations is required.
- Must be a legally qualified to work in the US or the UK.