

Marketing Administrative and Graphic Design Assistant

Full Time

Mt. Laurel, NJ

Requisition ID: 1391

Job Title

Marketing Administrative and Graphic Design Assistant

FLSA Status

Non-exempt

Job Summary

This position performs a wide range of administrative responsibilities and clerical support activities related to office management, general administration, sales and marketing, and special projects as needed. The individual must be professional, have a strong work ethic, be highly organized and have the ability to work autonomously as well as in a team.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Maintain sales team calendar of events
- Manage correspondence with veterinary medical associations, industry magazines, veterinary hospitals and trade show organizations relating to sponsorships, events/tradeshows, advertising deadlines, etc.
- Management of tradeshow materials & logistics
- Responsible for continuing education/event sponsorship and registration paperwork, tracking payment and keeping sales reps in the loop with all necessary details
- CE/Tradeshow pre-show plan/execution, coordinate shipping of materials, and event follow-up efforts
- Maintain sales/marketing expense spreadsheet
- Organize, coordinate and execute marketing campaigns
 - Direct Mail (ability to utilize mail merge)
 - E-blasts
 - Fax Blasts
 - Special group shipments
- Promotional items/marketing materials inventory management
- Manage all social media accounts
 - Post regularly
 - Interact and address messages/reviews/recommendations
 - Address inquiries
- Make updates to websites as needed through WordPress

- CRM database management
 - Clean-up
 - Import and integrate new contacts/accounts
 - Distribute leads accordingly to sales team
- Provide administrative support related to any general administration and office management needs
- Promote organization and increased efficiency
- Schedule and coordinate meetings, conference calls, and other events
- Professionally and effectively communicate in person and through correspondence with high level contacts inside and outside the company such as vendors, customers, and senior leadership
- Provide sales team support (fielding phone calls, seeking out answers, sending out marketing materials/requests, etc.)
- Provide a high level of assistance to fellow co-workers
- Special projects as assigned

Required Education and Experience

- Associates Degree or college coursework preferred
- Basic graphic design skills
- Proficient in Adobe InDesign, experience with Adobe Creative Suite is a plus
- Previous administrative assistant experience preferred
- Must have exceptional PC knowledge including the ability to effectively use Excel, Word, and PowerPoint, as well as pick up on new software quickly
- Must be flexible and have the ability to switch from task to task as needed without compromising precision
- Excellent organization skills, strong attention to detail and the ability to multi-task
- Ability to communicate effectively with others (written and oral)
- Excellent time management skills
- Ability to work in a fast-paced environment
- Must exhibit punctuality and low absenteeism
- Able to work independently and as part of a team
- Experience in the following is a plus but not required
 - Wordpress
 - CRM Databases
 - Managing social media for a business

Competencies

- Communication Skills
- Detail Oriented
- Organizational Skills
- Technical Capacity

Supervisory Responsibility

This position has no supervisory responsibilities.

Work Environment

This job operates primarily in an office environment. This position requires the use of standard office equipment, and frequent standing and walking.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- May sit, stand, stoop, bend and walk intermittently during the day
- May sit or stand eight (8) to ten (10) hours per day
- Finger dexterity to operate office equipment required
- May need to lift up to fifty (50) pounds on occasion

Position Type and Expected Hours of Work

This is a full-time position. Because of the nature of the business, work schedules may vary at times.

Travel

No travel is expected for this position.

Disclaimer

The above job description is intended to describe the general nature and level of work being performed by employees assigned to this job. It is not designed to capture or illustrate a comprehensive list of all responsibilities, duties, and skills required of employees assigned to this job.

AAP/EEO Statement

Stokes Healthcare is an Equal Employment Opportunity and Affirmative Action Employer.