

MARKETING COMMUNICATION SPECIALIST

Empire Comfort Systems
Belleville, IL

Over view of position This section should be an overview of the position. It should be about 4 sentences and give high level information about the job. You can mention how success is measured in this position. It is also good to mention characteristics someone in this job should have (team player, detail oriented, etc).

Responsibilities

- Plan and execute communications programs
 - Develop materials for advertising, web site, printed literature, mailings, press releases and bulletins, and send email blasts
 - Write copy for ads, literature, social media, newsletter, press releases, bulletins, emails, and on-hold messages
 - Actively build social media program via Facebook, Twitter, and other outlets
 - Maintain and disseminate Sales Programs/Policies
- Monitor to SEO identify market trends and update web site to generate traffic
- Compile and analyze data from competitive product/program databases
- Create dealer/distributor marketing programs to allow business partners to penetrate local markets
- Measure program success using analytics data generated from web sites, social media, and incentive programs
- Participate in cross-functional teams for
 - New Product Development (including Product Design Reviews)
 - Trade shows – marketing message
 - Branding
 - Proofreading manuals and instructions

Skills/Qualifications

- Bachelor's degree in Business, Marketing, or Graphic Design,
- Five or more years or relevant work experience
- Availability to work 8 am to 4:45 pm, Monday through Friday, plus additional hours as needed to meet demands. (This is a salaried position.)

Benefits

- Health/vision/dental
- Life insurance
- 10 scheduled holidays

How to Apply

Please send resume to our Human Resources Manager at jobs@empirecomfort.com.

Please include "Communication Specialist" in the email subject line.

