



MachMotion  
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# Marketing Assistant I/II

**Classification:** Full time, non-exempt

**Overview:** This individual reports to the Marketing/Sales Director and performs a variety of routine marketing functions. The Marketing Assistant is responsible for the day-to-day management of lead generation campaigns (e.g. pay-per-click, email, etc...) and content generation (e.g. web, video, graphic, social media) as well as the additional responsibilities below.

**Responsibilities:**

1. Develop marketing strategies for projects, including company websites and social media
2. Work closely with the sales team on program development and implementation
3. Create and execute lead generation programs
4. Analyze data to determine campaign efficiency
5. Develop creative marketing materials (e.g. product brochures, flyers) that adhere to brand documented guidelines
6. Create product-driven content for landing pages, blog,
7. Other duties as assigned

**Knowledge, Skills, and Abilities:**

- Strong organization and prioritization skills
- Proficiency with Google Analytics and web analysis tools
- Ability to work well in a fast-paced, collaborative environment
- Strong understanding of Microsoft Office programs
- Ability to create and edit within Adobe Creative Suite
- Excellent analytical, communication and presentation skills

**Education and Experience:**

- Bachelor's Degree in Marketing, Advertising or related discipline
- 0-3 years' experience in a marketing role
- Experience with Salesforce preferred

**Compensation:** Pay range from \$35,360-\$41,600 annually, dependent on education and experience.