



# BARN LIGHT

## ELECTRIC COMPANY®

**Job Title:** Marketing Specialist  
**Department:** Marketing  
**Reports to:** Marketing Manager

**Supervisory Responsibility:** No  
**FLSA Status:** Exempt  
**Physical Demands:** Level I

**Job Summary:** Responsible for building and sustaining a positive public image of Barn Light Electric and its brand. Conducts marketing research to ensure industry competitive products and marketing campaigns. Responsible for managing all social media platforms facilitating conversation and fostering relationships with influential bloggers for potential partnerships.

### Essential Duties and Responsibilities:

- Assist marketing manager in the development and execution of campaigns, including content creation, new-product launches, social media, upselling, cross-selling, and sales enablement.
- Conduct market research to identify customer trends, market trends and competitor offerings to influence present and future products.
- Collaborate with other internal teams (e.g. product and sales) to develop and monitor strategic marketing initiatives.
- Develop, implement, and track marketing programs such as email, social media, or digital campaigns, and events.
- Discover effective marketing and promotional channels, including media platforms to be used to relay product messages to customers.
- Investigate the performance of a company's marketing campaigns and strategies through evaluating KPI's.
- Help in outbound and inbound marketing activities by displaying expertise in certain areas such as events planning, advertising, optimization, and content development.
- Perform research, analyses, and testing with a variety of tools to gain insights and shape marketing strategy.
- Create and distribute monthly reports on content creation, website traffic, and other KPIs.
- Develops new uses for existing products by analyzing statistics regarding market development; acquiring and analyzing data; and consulting with internal and external sources.
- Achieves financial objectives by preparing an annual budget, scheduling expenditures, analyzing variances, and initiating corrective actions.
- Analyze and report on the performance and efficiency of campaigns.
- Develop and create marketing materials, such as sales and product collateral, and ensure brand guidelines are met.
- Write, proofread, and edit creative and technical content across different mediums.
- Perform other duties as assigned.

### Required Skills

- Working knowledge of market research, surveys, and data analytics.

- Experience with product launches or integrated marketing campaigns.
- Excellent communication and presentation skills.
- Proficiency with content management systems.
- Experience in planning and leading initiatives.
- Experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate.
- Experience leading and managing SEO/SEM, email, social media and/or display advertising campaigns.
- Strong prioritization, organization, and project management skills.
- Skilled in writing and editing content with an attention to detail.
- Ability to travel as necessary.

### **Educational/Certification/License Requirements**

- Bachelor's degree in marketing or related field with at least 1 year internship in marketing

### **Level I Physical Demands**

Following are descriptions of five terms on which physical demands are expressed:

**Seldom: not at all to once per workday.**

**Occasionally: up to 1/3 of the workday.**

**Frequently: up to 2/3 of the workday.**

**Constantly: 2/3 or more of the workday.**

**WNL: Within Normal Limits**

- **Stand:** SELDOM - standing and sitting as necessary to complete task performed.
- **Walk:** OCCASIONALLY between workstations or to obtain parts and supplies.
- **Sit:** FREQUENTLY TO CONSTANTLY
- **Lift:** May lift smaller items on a FREQUENT to CONSTANT basis throughout the day. May OCCASIONALLY to FREQUENTLY lift and carry up to 10 pounds for short distances. May lift and carry up to 20 pounds on an OCCASIONAL basis.
- **Carry:** May OCCASIONALLY lift and carry up to 10 pounds for short distances. May lift and carry up to 20 pounds on an OCCASIONAL basis.
- **Push/Pull:** SELDOM/NEVER
- **Controls:** CONSTANTLY - Controls include office equipment, and keyboards.
- **Climb:** OCCASIONALLY TO FREQUENTLY - The worker may be required to use a flight of stairs or a step stool.
- **Balance:** Within normal limits.
- **Bend/Stoop:** SELDOM/OCCASIONALLY at waist level if retrieving a dropped item. The worker may slightly bend at the neck level on and CONSTANTLY to FREQUENT basis while working on computer or office equipment.
- **Crouch:** Not a required physical demand of this position.
- **Twist:** May OCCASIONALLY be required at neck or waist levels to accomplish various tasks from either a seated or standing position. Can be regulated by use of proper body mechanics and positioning. In addition, the worker will CONSTANTLY twist at the wrists when working on keyboard or office equipment.
- **Knee/Crawl:** Not a required physical demand of this position.
- **Handle/Grasp:** Not a required physical demand of this position.
- **Fine Manipulation/Fingering:** Not a required physical demand of this position

- **Reach: Floor to Waist Level:** SELDOM to OCCASIONAL to retrieve items located below waist level. Waist to Shoulder Level: FREQUENT with minimal extension to retrieve supplies from workstation. Shoulder Level to Overhead: SELDOM to OCCASIONAL, may be performed with either hand.
- **Vision:** Normal to corrected vision is required.
- **Talk/Hear:** The worker should have the ability to communicate effectively with co-workers.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

***Barn Light Electric is an equal employment opportunity employer.***