



## **Marketing Assistant (Entry-Level)**

Primera Technology, Inc. is a leading USA-based developer of digital color printing equipment. Our markets are highly unique, ranging from small businesses that need to professionally label their products to bakeries that use our commercial-grade edible ink printers to decorate their confections, to hospital operating rooms, radiology clinics, and pathology labs that use our printers in critical care applications. Ask any Primera employee. They'll tell you that there's never a dull moment here! In addition to our full benefits, we offer monthly drawings for tickets to local sports events, restaurants and stores, and more.

We now have an excellent opportunity for an entry-level Marketing Assistant to support the Marketing Manager and assist in the planning, execution, and optimization of our digital and traditional marketing efforts. The use of digital marketing channels is recognized by company management as our fastest-growing and most efficient promotional method, which in turn has become our primary way of selling our products in North America, and more recently, globally.

Our ideal candidate will have a passion for all things related to online marketing, eCommerce, technology, and a willingness to learn the concepts surrounding digital marketing and how the internet can become a strong asset to solidly building revenue. You will be tech-savvy and intuitive with great ideas to reinforce our marketing campaigns.

### **Responsibilities After Training**

- Assist in the formulation of strategies to build a lasting digital connection with our B2B and B2C customers
- Plan and monitor the ongoing company presence on social media (Twitter, Facebook, Instagram, Pinterest, etc.)
- CRM: general database work, including updating and entering leads, tagging, analytics, etc.
- Assist with maintaining and launching online ad campaigns through Google Adwords, Facebook, Instagram, LinkedIn, etc. to increase company and brand awareness
- Learn our Magento 2 eCommerce site with the assistance of IT/MIS personnel and outside vendors
- Be interested and willing to learn SEO (keywords, image optimization, etc.)
- Prepare promotional emails and other relevant digital content; organize their distribution through various channels
- Provide creative ideas for content marketing and update website
- Collaborate with designers to improve user experience
- Design and edit graphics, videos, and other marketing assets through tools like Canva and/or the Adobe Suite
- Measure performance of digital marketing efforts using various web analytics tools (Google Analytics, Adzooma, etc.)
- Acquire insights regarding the ever-changing online marketing trends and platforms; keep our strategies up-to-date
- Preparation for tradeshow including registration, ordering of services, booking of travel, arranging of shipping, and more
- Support the front desk/reception with answering phones, organizing registrations, and other light administrative tasks
- Other related marketing tasks as assigned by the Marketing Manager

## **Skills**

- Initiative, ownership, resourcefulness, and follow-through
- Interest in or experience with digital marketing or a similar role
- Basic understanding of digital marketing and eCommerce concepts and best practices
- Social media savvy
- Some experience with B2B/B2C social media, Google Adwords and email campaigns, and SEO/SEM is a plus
- Aptitude for and willingness to learn web analytics tools (e.g., Google Analytics)
- Skills and experience in creative content writing
- Analytical mindset and critical thinking
- Working knowledge of the Adobe Suite or tools like Canva is a plus
- Excellent communication and interpersonal skills
- Willingness to travel occasionally to trade shows and industry events
- BS/BA in marketing, business, journalism, or related field

We offer a competitive wage, commission plan and benefits. Successful candidates will be asked to undergo and must successfully complete a drug and background screening.

Job Type: Full-time

Send resume to [nhayes@primera.com](mailto:nhayes@primera.com)

*Legal Stuff: Primera is an Equal Opportunity Employer and Prohibits Discrimination and Harassment of Any Kind. Primera is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All employment decisions at Primera are based on business needs, job requirements, and individual qualifications, without regard to race, color, religion or belief, family or parental status, or any other status protected by the laws or regulations in the locations where we operate. Primera will not tolerate discrimination or harassment based on any of these characteristics. Primera encourages applicants of all ages. Successful candidates will be required to pass a drug screen and background check.*