

# Now Hiring

## Marketing Communication Specialist

### PDU Cables Division

**This newly developed position is an exciting opportunity to work in a fast-paced industry in a division of our organization that has sustained significant growth and development over the past several years. You'll work with a great team of sales professionals in an office conveniently located in Minnetonka, Minnesota. This position is eligible for a full benefits package that includes medical, dental, health savings, vision, 401(k) with match, and life/disability insurance!**  
#applytoday #nowhiring #pducables #connectwithus

- **How to apply:**
  - Send Resumes to [jobs@pducables.com](mailto:jobs@pducables.com) with the subject line "**Resume Submission -PDU Cables Marketing**"
- Contact Amy Karrow – Human Resources Director, at 763.234.8636 for questions.

#### **POSITION SUMMARY:**

The Marketing Communication Specialist will develop email marketing and social media campaigns, design content for the division's website, and create sales literature, email, and direct mailings. Additionally, this position will assist in coordinating and planning company-sponsored sales events and related logistics.

The Marketing Communication Specialist will also provide marketing support to the sales team.

A successful candidate is responsible for project management of assigned marketing campaigns and activities, from concept through post-analysis. Please note - This position is not a telework role and must report to the office for the workweek as scheduled.

#### **ESSENTIAL DUTIES:**

##### **Event Planning:**

- Identify and track local and national trade association events. Evaluate and recommend which events PDU Cables can and should participate in either as an exhibitor or sponsor.
- Stay current with each 7x24 Exchange and AFCOM local data center chapter for future events and opportunities for sales staff to attend and participate.
- Help to maintain a "Master Schedule" that identifies and tracks all relevant events available by territory.
- Reach out and contact individual chapters when necessary to aid in the coordination of event participation.
- Help plan and coordinate events, including physical booth setup, logistics to and from the event, and associated onsite marketing activities.
- Coordinate pre-and-post event communications, emails, direct mailings, LinkedIn, or other social media platforms.

- When deemed necessary, attend events as onsite event support.

### **Content Development:**

- Provide content development, including copywriting and editing for website, mailings, emails, brochures, literature, advertisements, and other customer-facing communications.
- Identify opportunities and topics to create and issue press releases.
- Create and execute posts for social media, including LinkedIn, Facebook, Twitter, and others.
- Help set up and manage online advertising and AdWords campaigns, including product choice and messaging.
- Track, analyze and evaluate ad campaign analytics, and make recommendations to create new or change existing campaigns to improve performance.

### **Marketing Materials:**

- Assist in creating product advertisements, informational flyers, promotions, giveaways, and incentives.
- Provide marketing support to the sales team (e.g., creating PowerPoints for onsite, video, and lunch-and-learn presentations and creating Request for Proposal (RFP) submittals and related documents.)

### **Database Maintenance:**

- Work with the sales team to evaluate the sales contact database to ensure accurate and updated information.
- Manage sales contact database as part of planning, scheduling, and executing email marketing campaigns.
- Generate reports for sales territories directing them to update information related to bounces, undeliverable, and “do-not-mails”.

### **Other:**

- Other projects or duties as required.

### **JOB KNOWLEDGE, ABILITIES, AND SKILLS:**

- Ability to manage projects from beginning through to successful conclusion.
- Skilled in Adobe Creative Cloud (Illustrator InDesign, Photoshop, Premier Pro) & Microsoft Office Suite (Outlook, Excel, etc.).
- A technical aptitude is helpful to assist with understanding the division's product information.
- Requires the ability to work collaboratively with teams and perform well independently is required for this role to be successful.

### PHYSICAL REQUIREMENTS:

The physical demands described here represent those that an employee must meet to perform the essential functions of this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Must be able to sit at a workstation for up to 90% of the workday.
- Lift, push, pull, and carry requirements are under 10 lbs on an inconsistent basis.
- Requires the ability to spend most of a workday answering the telephone, making outgoing calls, and using a computer, computer keyboard, facsimile, and other appropriate office equipment.

### EDUCATION AND EXPERIENCE:

- Bachelor's degree with a major in marketing, marketing communications, journalism, or graphic design is preferred, but experience may be substituted for a portion of the preferred educational qualifications.
- Previous marketing, advertising, and graphic design experience desired.
- Previous experience using email management software platforms.

### WORK ENVIRONMENT

- All position requires the ability to work well with more than one department and individuals in various roles and work well independently to complete the essential functions required.

### OFFICE POSITIONS:

- Work will be performed in a business casual office setting where separate workstations/cubes or offices are set up for employees working in the office area.
- Must work in a team environment and perform duties that may require more than one employee's participation to complete the task.
- Will also be required to work well independently and with minimal supervision.

### OTHER:

- Regular and consistent attendance is required.
- Employees must abide by all company policies. It is the employee's responsibility to stay abreast of policy and procedure changes throughout their employment.
- Employees must always abide by company safety procedures to maintain a safe and hazard-free work environment.
- Proper Personal Protective Equipment (PPE) must be worn while performing job duties requiring PPE. This includes PPE related to protecting employees against COVID-19.
- Employees may be required to perform other duties not specified in their job descriptions as requested, directed, or assigned.
- Management reserves the right to modify job descriptions at any time as deemed necessary.

- ❖ *This job description is not all-inclusive and may be amended at any time.*
- ❖ *Providing employees with a job description does not imply, nor should it be interpreted as establishing an employment contract or agreement.*
  - ❖ *All employees of the company are employed at-will.*
  - ❖ *Our organization is an equal opportunity employer. EOE*