



USG WATER
— SOLUTIONS —

JOB DESCRIPTION	
Marketing Specialist	Employee Type: Full-Time
Location: Atlanta, Georgia	Date Posted: 10/16/2023
Qualified candidates please submit your resume to: WWW.JOBS@USGWATER.COM	

POSITION SUMMARY	The Marketing Specialist will play a hands-on role in driving sales growth by managing the trade show registrations for the entire sales team and by creating and posting relevant content on the Company's social media channels—especially LinkedIn page—to improve brand awareness and ultimately generate leads.
RESPONSIBILITIES	<ul style="list-style-type: none">• Manage registration to trade shows and renewal of association memberships for all WSCs• Process all Sponsorship requests for the company.• Social Media Coordination<ul style="list-style-type: none">• Work collaboratively with the Marketing Team to develop original content to post• Maintain the Social Media Content calendar and post weekly or bi-weekly on the LinkedIn page.• Monitor the company LinkedIn page - Forward leads and other requests to the appropriate personnel for follow-up• Sort and forward leads to region personnel• Run Salesforce (SFDC) reports, as directed.• Assist marketing team with the organization of national tradeshow and other company meetings (Annual Meeting)• Complete ad-hoc tasks, and other marketing projects as requested.
IDEAL CANDIDATE	<ul style="list-style-type: none">• Bachelor's degree in marketing• 1-2 years' experience working in marketing.• Excellent copywriting skills• Proficiency in Social media channels, especially LinkedIn• Proficiency in Social media management software (Hootsuite, Buffer, or equivalent)• Excellent time management skills• Ability to manage multiple projects, work independently and collaboratively; Enthusiastic, self-motivated, and flexible.• Proficiency in graphic design software (InDesign, Illustrator, Photoshop) and Salesforce CRM, a plus.
WHAT WE OFFER	A comprehensive benefits and competitive compensation package, a hybrid work schedule. An opportunity to join a dynamic and growing company. A supportive work environment where you can thrive to be your best!
WORK ENVIRONMENT	Spends majority of time in an office environment. Job demands may require long periods of sitting; telephone work and/or computer work, as well as interactions with other staff members and customers. Position requires working in our Atlanta, GA office.
DISCLOSURE	USG Water Solution is an Equal Opportunity Employer. <i>This job description is a general description of essential job functions. It is not intended as an employment contract, nor is it intended to describe all duties someone in this position may perform. All employees are expected to perform tasks as assigned by supervisory personnel, regardless of job title or routine job duties.</i>