



Marketing Specialist – Vista, CA

At Solatube International, Inc., we pride ourselves on manufacturing the world's #1 Tubular Daylighting Device. Our ability to accomplish this goal is based primarily on the people we hire. We look for adaptable, self-motivated, passionate, creative team players. If this sounds like you, why not bring your talents and skills to Solatube International? Visit our website at www.solatube.com.

We are in search of a Marketing Specialist who will be responsible for the national marketing programs targeting the consumer and residential segment. The Marketing Specialist will be develop and maintain marketing strategies to meet organization objectives. You will develop and maintain marketing strategies to meet organizational objectives utilizing web marketing, social media, content assets, print media, promotions, and public relations. We are looking for the perfect combination of speed, incredible attention to detail, instinctual ability to multitask and an interpersonal style that reflects our company culture.

Duties & Responsibilities

- Drives the planning, implementation and development of new marketing ideas
- Actively contributes to the overall planning process
- Manage online marketing; manage, monitor, and improve web metrics
- Act as Marketing team leader for either web assets or marketing automation
- Develop compelling content promoting our product line and the distribution network
- Exercise initiative by independently researching and resolving inquiries and problems
- Identify market and customer needs and make recommendations
- Ensures programs have measurement plans and that the results are compiled and used to make decisions
- Leadership position in planning and executing annual national Premier Dealer conference
- Shares materials and best practices with international distributor network
- Conduct marketing presentations to sales representatives and staff
- Develops programs to communicate product and business information to dealers, distributors, inside/outside sales representatives and the general public
- Responsible for vendor communication, coordination and supervision
- Work with vendors required for certain projects; manage vendors to contractual obligations to ensure successful delivery of desired project results.

Requirements

- Bachelor's degree in Marketing, Business Administration, or Communications
- Four (4) years of experience and demonstrated ability to manage multiple projects and priorities in a fast-paced business environment
- Experience supporting a dealer or franchise network
- Experience marketing a building or construction products
- Outstanding interpersonal communication skills, both written and verbal
- Must have the ability to communicate effectively and tactfully with all levels of personnel
- Ability to manage multiple projects and prioritize deliverables in a demanding, fast paced environment
- Detail-oriented self-starter, ready to step in wherever needed

Benefits

We offer growth potential for motivated professionals, great compensation, and full benefits including matching 401k, dental insurance, medical insurance, pre-tax accounts for health care, paid time off, and paid company holidays.

** Solatube International, Inc. is an Equal Opportunity Employer. Employment contingent upon successful completion of background investigation. Drug-free work environment. Only candidates whose profiles closely match requirements will be contacted during this search.*