

CNSG Marketing Associate

Essential Duties

- Support the Marketing Group primarily and assist other groups in the development and production of presentations, collateral, and other marketing materials
- Support Marketing Team in day-to-day operations including e-mail campaigns (iAgent, MailChimp), social media (outreach & exposure), promotions, and projects
- Stay abreast of current telecom trends and information
- Research, maintain, and report on industry trends to assist exec team in determining marketing direction.
- Track sponsorship funds and generate spending reports for Sponsorship & Events Team
- Manage CNSG's Supplier Marketing & Events Calendar
- Evaluate and share metrics into social media to track company performance
- Support CTO with SEO Analytics and content production for company website
- Oversee community outreach initiatives for "CNSG Cares"
- Assist Marketing Director with onboarding packages as necessary
- Use contact system database to produce target lists for marketing distribution
- Assist with special projects as needed.

Examples of Production Materials:

- Infographics for Case Studies
- Email Blast Graphics
- Social Media Graphics
- Videography (Managing Partners)
- Special Event Materials
- General marketing materials

KNOWLEDGE, SKILLS AND ABILITIES:

- A four-year degree in Marketing or Graphic Design.
- 2-3 years of marketing experience.
- Strong computer skills (preferably Adobe Suite). Understanding of graphic design.
- Strong time management skills.
- Excellent written/verbal communication skills.
- Outstanding customer service skills.
- Strong Knowledge of PowerPoint, Photoshop and InDesign are required.
- Ability to understand business objectives and translate them to effective marketing messages.
- Ability to juggle multiple projects simultaneously.
- Creative thinker.
- Impeccable detail orientation.
- Ability to prioritize work schedule and meet multiple deadlines on a cross-section of assignments dictated by clients' expectations.
- A positive attitude.