



MARKETING SPECIALIST

POSITION DESCRIPTION:

The Marketing Specialist is a junior-level position responsible for supporting the marketing team and the organization in the execution of projects, events and the distribution/management of sales and marketing materials. The position also serves as the Marketing Lead for the WNTC SBU. This position serves as an entry point and training platform for higher-level marketing positions.

POSITION RESPONSIBILITIES:

- Trade show coordination: registrations; exhibit space forms; exhibit staff attire, accommodations, scheduling, communications and follow up
- WNC Showroom event coordination and scheduling
- Community and company event coordination: scheduling and follow up with cross-functional team members
- Order, stock and manage promotional items includes attire and trailer models – provide ideas and special order corporate gifts for customers
- Coordinate marketing-related facility improvements and special projects: signage updates; photos for hallways, conference rooms, and executive offices; special team photos (i.e., Boilermaker Special)
- Manage short-run, rush printing/graphics projects (bound presentations, temporary signage, etc.)
- Maintain editorial calendars and create media coverage reports
- Coordinate WNTC Yellow Page advertising; and On-Hold message programs
- Manage corporate and SBU magazine subscriptions (comp list)
- Maintain and publish master events calendar
- Coordinate literature fulfillment and distribution of sales support materials to sales channels

REQUIRED SKILLS AND EXPERIENCE:

- Bachelor's Degree in Marketing, Marketing Communications or related field with at least three (3) years experience.
- One (1) to two (2) years of trade show / event management experience.
- Strong communication skills with written, verbal, and presentation material.
- Strong analytical and problem resolution skills required.
- Must be detail oriented and organized to perform efficiently.
- Initiative and professionalism are critical.
- Must be a quick thinker and extremely thorough with follow-up on a continuous basis.
- High-energy, service-oriented individual with strong relationship-building skills.
- Ability to work well with a wide variety of cross-functional areas including sales, marketing, engineering, sales and finance.

Qualified candidates should e-mail resume along with salary history in confidence to:

careers@wabashnational.com

NO PHONE CALLS PLEASE

EOE, M/F/H/V

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