

We have opening for FULL-TIME **Marketing Specialist** in our Houston, Texas office.

Duties includes:

1. Create marketing strategies that improve brand awareness, drive growth, and gain more of the market share. Identifying customers, build and improve brand image.
2. Provide directions that ensure a consistent brand presence across all company touchpoint.
3. Develop and execute an effective multi-channel communication strategy to reach a diverse range of media channels, partners, and customers.
4. Develop and manage overall marketing budgets; evaluate the effectiveness of different channels including social media marketing, email marketing, and search engine optimization, optimize plans accordingly.
5. Build and maintain strong relationships and partner with media, dealers, and key customers.
6. Manage a team of marketing. Lead the internal team responsible for the execution, manage external marketing agencies and vendors as needed.
7. Formulate and implement best practices and marketing programs to support teams and sales growth. Lead the execution of marketing programs from start to finish.
8. Coordinate with the sales, public relations, and product departments. Provide marketing information in support of new product launches.
9. Collect marketing information and maintain a research database, interpret market data, and make data driven decisions.
10. Identify and analyze market development and customer insights to find new business opportunities and gain leads.
11. Communicate with senior leaders, perform other duties and/or projects as assigned.

Special Requirements:

Position requires Master's degree in Management, Business, or a related field plus at least two years of experience working as a Marketing Specialist or on a similar job. Good communication skills and attention to details.

Please mail resume to Keyva Control, Inc., 12022 Windfern Road, Houston, Texas, 77064

Date Posted: 11/15/2022

Date Removed: 12/15/2022