

THE ROLE (Job ID: US-327)

Job title: Marketing Associate

Summary of role:

CIT Dynamics is looking for a someone to be responsible for marketing products to the consumer or client. Develops campaigns, works with product development team, and participates in launching and promoting the product.

Responsibilities:

- Market product to certain clients and consumers.
- Help company achieve objectives and revenue goals.
- Define products and programs.
- Establish milestone and objectives.
- Oversee development of advertising, public relations and all marketing communications to meet product objectives.
- Work with product management team to ensure process is efficient.
- Lead teams in developing and defining business requirements for retention products.
- Define product vision.
- Attend trade shows.
- Create advertisements, webcasts, websites, and direct mail.
- Identify media outlets for press releases and promotions.
- Enforce brand marketing guidelines in trademarks, logos, and publications.
- Develop and track budgets.

Reporting structure/composition of team:

/// Directors (USA)

EXPERIENCE/SKILLS & QUALIFICATIONS REQUIRED

- Bachelor's degree or equivalent work experience
- 1-5 years of experience working in Marketing
- 2+ years of experience out of college.

PERSON SPECIFICATION

To be considered for the role, you must be able to demonstrate that you have:

- Association Knowledge
- Event and logistic experience

How to apply:

Please email a resume and the job ID (seen at the top of this document) you wish to apply for to careers@citdynamics.com