

## **Marketing assistant – job description**

Kentucky Performance Products, LLC, is seeking a full-time marketing assistant to support the marketing team by coordinating content development, organizing marketing collateral and assisting in implementation of marketing strategies and campaigns.

Responsibilities include:

### **Job responsibilities:**

- Support the marketing team with planning, implementing and monitoring marketing campaigns
- Assist with the production of marketing materials and collateral (coordinate with copy writer, designer and proofer)
- Provide administrative support for a variety of marketing projects, including maintaining and growing mailing lists for both direct mail and email marketing
- Organize and manage all marketing collateral
- Update company website, including routine posting of blogs, updating home pages, editing product pages and updating online store as needed.
- Evaluate and present data on key metrics in order to monitor campaign efficiency, analyze trends and optimize SEO
- Assist in writing content for different platforms, such as social media, website, press releases, and e-newsletters

## **Qualifications for Marketing Assistant**

### **Basic skills**

- Strong written and verbal communication skills
- Outgoing personality with strong interpersonal and social abilities
- Superior organizational and time management skills
- Comfort with multi-tasking in a deadline-driven environment
- High level of attention to detail
- Experience using computers for a variety of tasks
- Ability to work effectively in a team or independently
- Understanding of company products and brand

### **Marketing-related skills**

- Proficiency with Microsoft Office (Excel and Word),
- Familiarity with social media, social networking, email marketing and search engines
- Ability to prepare, format and edit a range of documents
- Ability to coordinate with hard copy printers and direct mail providers
- Digital photography and video editing experience is helpful

- Familiarity with Adobe Creative Cloud (Adobe Photoshop, Adobe Premiere), WordPress, WooCommerce, and Big Commerce, Google Analytics and Google Workspace or similar software is beneficial

**Education and experience:**

Bachelor's degree in marketing, business, or related field preferred

At least 1 year of experience in marketing

Knowledge of the equine industry a must

**Salary and Benefits:**

Benefits include: Employee health care funded 80% by KPP, employee dental funded 100% by KPP. Simple retirement plan with up to 3% matching. Paid vacation and personal days.

Salary dependent on experience and skill set.

Office Location: Versailles, Kentucky

Please send a cover letter and resume to [Kisberg@kppusa.com](mailto:Kisberg@kppusa.com)