



MARKETING GENERALIST

AdMed is currently seeking a Marketing Generalist in our (New Hope/Philadelphia) office.



POSITION SUMMARY

The Marketing Generalist performs all research, analysis, development, and execution of marketing initiatives.



JOB REQUIREMENTS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- 5+ years' of Marketing and Communications experience
- Working knowledge of Pardot or similar
- Capacity to multitask, follow through, and consistently meet deadlines for time-sensitive projects
- Ability to maintain a personable and professional manner while interacting with clients, internal employees, and other contacts by phone and e-mail
- Strong attention to detail and organization
- MS Office, including Word, Excel, PowerPoint, and Outlook
- Adobe Creative Suite
- Salesforce



JOB RESPONSIBILITIES

- Develop marketing strategies for projects, including company websites and social media
- Work closely with the sales team on program development and implementation
- Act as Pardot expert for AdMed
- Pardot administration and utilization
- Marketing analytics tracking and reporting in Pardot
- Campaign management, including ability to write marketing copy
- Create and execute lead generation programs
- Analyze data to determine campaign efficiency
- Ensure creative marketing materials undergo regular review and adhere to brand guidelines
- Develop and communicate marketing plans, campaign results, and project recommendations to senior management team
- Develop messaging that differentiates AdMed from their competitors and convey a compelling message
- Staying on top of tasks and prioritizing based on needs of company and clients



EDUCATION REQUIREMENTS

- Bachelor's degree in Marketing or related field
- Master's degree or MBA is highly preferred

If you're interested in this position, let us know. We'd love to meet you!
Please send your resume and cover letter to jobs@admedinc.com