

**ROASTAR
POSITION DESCRIPTION**

Job Title: Marketing Analyst	Prepared by: William G. Reif
Department: Sales & Marketing (720)	Approved by: Human Resources
Reports to: Sales & Marketing Manager	Direct Reports: None
Revision Date: 2/6/2018, 10/1/2018, 5/7/2019	FLSA Status: Exempt

Job Purpose

The Marketing Analyst will support company objectives by creating and publishing marketing material while providing support to the sales department.

Essential Duties and Responsibilities

The list of duties and responsibilities is not all inclusive and may be expanded to include other duties and responsibilities, as management may deem necessary.

General

- Follow all Safety Policies and Procedures to always maintain a safe work environment.
- Follow all Company Policies and Procedures.

Website and Social Media

- Plan & develop content for Roastar social media platforms.
- Research social media coverage and industry trends.
- Manage website content - announcements, templates, video, and photos.
- Manage social media content - announcements, templates, video, and photos.
- Monitor, improve, and update the performance of existing social media sites.
- Explore and build social media presence.
- Coordinate SEO/SEM efforts
- Coordinate site usability efforts

Marketing Projects

- Develop marketing plans for target markets
- Support to Sales Team by providing product information, product release and product announcements
- Facilitate e-mail campaigns
- Prepare copy for marketing pieces and the website as assigned
- Provide creative input on multi-media promotions
- Work closely with design agencies and 3rd party marketing agency to shape the Roastar brand
- Plan, coordinate, and attend tradeshows

Administrative

- Complete additional projects and tasks as assigned consistent with daily workflow demands.
- Track competitor activity and market changes

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Other

- Conduct keyword research and analysis to help drive the most valuable traffic
- Monitor and report on metrics such as page ranking, site traffic trends, effectiveness of site optimization etc.
- Utilize vendor tools for technical on-page SEO implementation
- Identify growth opportunities in core areas such as site infrastructure and keyword selection
- Understand SEM/PPC marketing efforts and road map to provide backup duties if necessary

Qualifications

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.

Education and/or Experience

- 4-year Bachelor Degree in Marketing or related field.
- 3-5 years of Marketing Analysis experience
- Experience or training in e-mail marketing and social media tools is preferred.

Specific Skills, Licensure and Certifications

- Advanced computer skills, including Microsoft Office Suite, E-Mail Management Programs, Adobe Product Suite, and ability to learn Company-specific systems
- Organizational skills to manage multiple projects concurrently
- Excellent communication skills, including written and interpersonal
- Willingness to learn company and industry specifics
- Confidence and professionalism in representing the Company
- Willingness to be a team player

Physical Requirements

The physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand; walk; and use hands to finger, handle, or feel. The employee is frequently required to travel.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.



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Standard office work environment.

Employee Acknowledgement _____ Date ___/___/___

Supervisor/Manager Acknowledgement _____ Date ___/___/___

The above statements reflect the general details necessary to describe the principle functions of the occupation described and shall not be construed as a detailed description of all work requirements that may be inherent in the occupation.