

Job Posting

Entry Level Marketing Specialist

WireXpress is a \$100 million re-distributor of wire and cable, data communications, physical security, industrial controls and related support products. We are owned by an \$8 billion Fortune 500 company with \$1 billion of inventory but are separately managed and we sell exclusively to distributors. We help our distribution customers grow their business by giving them access to brands and / or inventory they might not have access to.

We are seeking an entry level Marketing Specialist to build a discipline from the ground up. The scope of this would include but is not limited to coordinating email campaigns and creating content for our website and basic pieces of literature. Being a new discipline for WireXpress the ideal candidate would have a strong independent work ethic, show initiative, be a self starter with strong problem solving skills and execute initiatives in a timely manner.

Responsibilities:

- Develop, implement and oversee email marketing programs targeting customers and prospects
- Work with the communications team to develop electronic and print sales collateral
- Oversee the quality and growth of the customer contact database
- Develop web content and drive traffic to our corporate website
- Manage supplier co-op funds
- Monitor and report key performance metrics to senior management

Requirements:

- Bachelors degree in Business, Marketing or Communications.
- 1+ years experience using a Marketing Automation Platform.
- Functional working knowledge of HTML.
- Strong project management and planning skills to meet deadlines and manage changing priorities.
- Proficient in EXCEL
- Strong oral and written skills.
- Aspirations to advance career

WireXpress is an Equal Opportunity and Affirmative Action Employer; Minority / Female / Disabled / Veteran.

We require all of our employees to perform work in an ethical manner and uphold a culture of honesty and ethics at all times.