

## Marketing Specialist

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With over 10,000 clients, Trade Risk Guaranty (TRG) specializes in innovative insurance and Customs bonds for international trade. In your position as a Marketing Specialist, your primary focus will be to grow various campaigns currently underway and to brainstorm on new initiatives. We'll kick start your position with an immersive educational dive into International Trade and Customs Bonds.

If you are looking to build your Marketing career, TRG offers you the unique opportunity to put your skills to use aiding in the various marketing campaigns of a national brand. This position requires a passion for marketing that sees the big picture behind every campaign and is ready to help drive those campaigns forward.

### Responsibilities:

- Curating and scheduling content across a variety of social media channels
- Researching and writing bi-weekly blog post for an international trade blog
- Assisting with bi-monthly webinars and processing the webinar leads
- Preparing and managing time lines for marketing projects
- Generating ideas and aiding in content creation across multiple channels and content types
- Distributing new sales leads received via the phone or through online sources
- Aiding in the compilation of monthly Marketing reports
- Creation of graphic elements to support content creation

### Requirements:

- Detail oriented
- Ability to communicate effectively through verbal, written, and graphic channels
- Proficiency in learning and utilizing new marketing software programs
- Passion for results-driven marketing
- Analyzing many streams of data and making recommendations based on results
- Ability to work with multiple departments
- Work independently
- Work samples or portfolio

### Preferred Skills/Interests:

- Experience with vector-based design programs (Adobe CC, Inkscape, etc.)
- Experience using WordPress
- CRM experience helpful, but not required
- Experience with video editing software

### Benefits:

- \$16/hour
- Wellness activities
- Group Health, Dental, Vision, & Disability benefits
- Company sponsored 401(k) plan, matching at 100% the first 3% you save and 50% from 4-5%
- Casual dress code
- Personal Time Off, 15 day accrual schedule in your first year plus 8 company holidays
- Company sponsored team building activity days
- Customized and flexible schedule within a 40 hour week, Monday through Friday,
- 7:00am to 4:30pm with an hour or half hour lunch.
- Downtown Bozeman location

Job Type: Full-time, 40 hrs/week



Trade Risk Guaranty (TRG) is an international trade insurance agency headquartered in Bozeman Montana. Our consumer-direct approach has grown our company to include more than 10,000 clients and 50 employees. We offer careers in sales, marketing, customer service, office administrations, information technology and insurance underwriting.

Locate your career and apply online at <https://traderiskguaranty.com/about-trg/careers/>

To learn more about TRG Culture go to <https://traderiskguaranty.com/about-trg/company-culture/>

## Job Description

Revision Date: August 2, 2019 Author: Meredith Lambert

Position Status: Full Time  Part Time  Exempt  Nonexempt

Position Title: Marketing Specialist Department: Marketing

Immediate Supervisor: Marketing Manager

Positions Supervised: n/a

### Position Description:

Design, create, and deliver marketing programs to support the growth and expansion of company products and services.

### Major Areas of Responsibility:

60% - Creating/updating collateral  
30% - Analytics and critical-thinking  
10% - Database management

### Specific Responsibilities:

- Coordinate and manage marketing projects with multiple departments
- Maintain and update company collateral including, but not limited to; product literature, e-mail templates, signage, whitepapers, social media posts, blog posts and web pages
- Assisting in the production and post-production of International Trade webinars
- Execute the delivery of e-mail marketing campaigns, product literature, event materials, etc
- Prepare and manage timelines for marketing projects
- Manage and analyze website content
- Develop detailed marketing automation campaigns
- Maintain leads in CRM and marketing automation software
- Produce detailed analytics reports

**Specific Responsibilities (Continued):**

- Contribute to team effort by performing related tasks
- Perform all duties in a safe manner, in accordance with TRG's Safety Program

**Required Knowledge, Skills, and Abilities:**

- Analyze many streams of data with precision
- Communicate effectively through verbal, written, and graphic channels
- Quickly become knowledgeable about the international trade industry and TRG products and services
- Extremely detail-oriented, accurate, and comfortable working in a fast-paced team environment while meeting deadlines; ability to juggle variety of tasks and be able to prioritize, and re-prioritize, as the situation dictates
- Self-motivated to take initiative and be accountable for work: take ownership for quality and timeliness of work, and be self-motivated to follow through as needed
- Familiar with a variety of marketing concepts, practices, and procedures
- Think critically to process data and make recommendations
- Excellent computer skills
- Ability to work within a team and independently
- Must be adept at handling pressure and working under stress

**Education and Experience:**

Bachelor's degree in Marketing, Graphic Design, Communications or related field, or 2 to 5 years related experience

Copywrite, web and graphic design experience helpful

**Physical Demands:**

Primarily sedentary work with occasional lifting of up to 50 pounds required; extensive time spent working with computer software programs, visual ability to see computer screen and hand/wrist dexterity to use keyboard; ability to hear and communicate on telephone and in person; mobility as needed set up displays, trade show booths, meet with other staff, etc.

**Work Environment:**

Based in Bozeman office, which has an open floor plan with group work stations. Position is regularly scheduled for 40 work hours each week, and work hours in excess of that are not allowed for this non-exempt position without advance approval by management.

This job description outlines the major requirements for this position, but is not designed to cover all possible work situations, or contain a comprehensive listing of all activities, duties, or responsibilities that are required of the employee. Other duties as required may be assigned by management.

**Department Manager:**

Meredith Lambert

**Human Resources:**

Geneva Wild

**Senior Management:**

John Michel

**Employee Name (Print):** \_\_\_\_\_

**Employee Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_