

**Job ID:** 362  
**Job Title:** Marketing Communications Specialist  
**Degree Requirements:** None  
**Years of Experience:** 5-7 in a Marketing position  
**Type of Position:** Direct Hire  
**Location:** Gainesville, GA area  
**Salary Range:** Depends on your experience and expertise  
**Travel Required:** 20% Domestic Overnight

**Please help the reader (s) of your résumé by telling us what your employers do / did to make money. Do not assume that the reader knows what your employers do / did.**

**One or Two sentences will suffice.**

We are working with our client to identify a Marketing Communications Specialist with a minimum of 5 years' experience in a Marketing role. This position requires professional business attire and a professional presence.

#### **Benefits**

- \* 401-K contribution 6% Client Match
- \* Medical, vision, dental, life, disability insurance ( Client pays 100% for the **Employee** only )
- \* 2 week vacation, 3 personal days and 3 sick days per year
- \* Paid Holidays

**MUST HAVE REQUIREMENTS** for this position are:

- \* **Have excellent written & verbal communication skills**
- \* **Social media management experience & expertise**
- \* **Writing & getting Editorials & Press Releases to the right people**
- \* **Production of Sales and Marketing presentations expertise**
- \* **Excellent written & verbal communication skills**
- \* **Solid skills using PowerPoint ( PPT ), Excel ( XLS ), Word, Search Engine Optimization ( SEO )**
- \* Prior expertise in the Development of Marketing Collateral Materials & Newsletters
- \* Tradeshow / event booking coordination expertise
- \* Be able to travel overnight

**PLUSSES** in this position are:

- \* Expertise in Marketing to the heavy equipment industry ( skid steer, bulldozer, excavators, tractors )

**Reporting directly to the CEO, the RESPONSIBILITIES of the position include but are limited to:**

- \* Write articles, editorials, interviews to keep the company products in front of present & future customers

- \* Market Analysis
- \* Managing Ad Buys & Marketing Budgets
- \* Travel to trade shows, conferences & other marketing events
- \* Insure accuracy of marketing texts
- \* Develop, update, & manage marketing supplies ( catalogs, marketing materials )
- \* Graphic production

If you meet these requirements and wish to be considered for this position, send your résumé, that **includes what your employers do to make their money**, to us in a Word document without Headers / Footers, or Text Boxes at [Resumes AT PinnaclePlacementGroup.com](http://ResumesATPinnaclePlacementGroup.com) mentioning the **Job ID** and the **Job Title** in the subject line of your email.

**\* ALL CLIENTS REQUIRE, BACKGROUND CHECKS & DRUG TEST AS A PART OF PRE- EMPLOYMENT HIRING PROCESS.**

**In your email or cover letter, please provide us a short narrative detailing your experience and expertise as it applies to this position. Also, please provide us with your *MINIMUM* salary requirements.**

**KEY WORDS:** Heavy equipment, skid steer, bulldozer, excavators, tractors, sales, marketing, SEO, trade shows, conferences, sales presentation, advertising, ad buys, marketing budgets, catalogs, market analysis, PowerPoint, PPT, Excel, XLS, MS Word, Search Engine Optimization ( SEO )