



Marketing Specialist

JOB DESCRIPTION

This document outlines how we expect you to make an impact. Every InSource team member has an impact on our success.

Job Title: Marketing Specialist

Area of Concentration: Marketing

Reports to: Director of Marketing

WHO ARE WE?

InSource Solutions helps manufacturers produce goods faster, more efficiently, and with greater quality. We do this by leveraging industrial software and hardware combined with change management in the form of engineering, process design, and optimization services. In other words, solve problems.

We specialize in Digital Transformation and Change Management— each can be quite impactful when evaluated on their own merits. However, the real value, the lasting value, is accomplished when an energized and informed workforce adopts a well-conceived and thoughtfully deployed automation solution.

WHAT ARE WE LOOKING FOR?

An exceptional self-starter with a passion for B2B marketing, innovative technologies, digital marketing platforms, and client success. A marketer at heart who will help supercharge sales and business development with powerful campaigns, demand generation activities, and capturing relevant customer stories.

WHAT WILL YOU BE DOING?

As a member of the InSource Solutions marketing team, this individual contributor will be responsible for the effective planning and implementation of B2B marketing strategies to support business growth. The Marketing Specialist will play a key role in our sales enablement process and assist in cultivating long-term relationships with our clients by developing and activating campaigns and content aligned with client needs and journeys.

HOW WILL YOU DO THIS?

You will

- Assist in developing and executing multi-channel marketing campaigns including inbound and outbound awareness, nurture, and demand generation
- Develop and execute digital marketing programs to achieve reach, engagement, and conversion across our key social media channels
- Work collaboratively with offer management, sales, and business development to create high-performing content. This includes translating highly technical content for multiple audiences.
- Apply your creative thinking to develop written and digital success stories
- Collaborate with internal and external stakeholders to develop and monitor strategic marketing initiatives. Use analytics to recommend tactical changes to maximize campaign performance. Continually recommend improvements in the approach to marketing and partner programs as well as events.



- Assist in amplifying and accelerating our vendor partner market messaging using the InSource Brand.

WHAT YOU'LL NEED TO BRING TO THE TABLE

1. Proven marketing skills with a demonstrated ability to plan, manage, prioritize and successfully execute in the areas of campaign development, message and content development, event and meeting management, and e-communications
2. Experience working with Marketo and CRM platforms, preferably NetSuite or Salesforce
3. Strong written, conversational, and presentation skills. Ability to effectively communicate with all internal and external stakeholders and influence others
4. Proficiency in Adobe programs including but not limited to Adobe InDesign, Illustrator, and Photoshop. Website development and design experience is a plus.
5. Experience working with and managing agencies and vendors
6. Self-driven and resourceful to achieve goals independently as well as in teams
7. A degree in Business, Marketing, or other related fields required
8. 5 or more years of experience in B2B marketing, and digital marketing, preferably in manufacturing
9. At least 3-years' experience managing and executing projects

WORKING CONDITIONS

Normally you'll be working in a home or traditional office environment.

Some travel is required (up to 10% spikes, but averages less), including overnight stays.

InSource is an equal opportunity employer of protected veterans and individuals with disabilities.

EEO/AA – M/F/D/V