



Marketing Specialist

Level: Entry

Location: East Windsor, CT

Travel Requirements: Negligible

Compensation: DOE

Job I.D.:

Foresite is a rapidly growing global service provider, delivering a range of managed security and consulting solutions designed to help our clients meet their information security and compliance objectives. In the face of increasingly persistent cyber-threats, Foresite's solutions empower organizations with vigilance and expertise to proactively identify, respond to, and remediate cyber-attacks and breaches where they occur.

Our team of industry veterans work as an extension of our clients' staff, providing peace of mind while securing their most important assets. For more information, visit us at <http://foresite.com> or contact us at info@foresite.com.

Position Summary:

Foresite is seeking a highly motivated marketing specialist to assist with diverse writing and editing of internal and external communications and publications, maintenance of website, social media communications, campaign building and marketing collateral. Skills and experience should span SEO, digital content/marketing, and campaign conversion optimization that have measurable business impact.

Responsibilities:

- Utilize internal and external resources to create, drive and ensure delivery of the marketing plan. In conjunction with the Marketing Manager, determines the messaging, content and image of all communications to customers
- Maintain the corporate website and social media pages. Creates content and develops graphics for website, email blasts, direct mail pieces, newsletters and presentations. Creates PowerPoint presentations for sales and/or executive presentations
- Assist with planning, building and monitoring digital landing environments using tools such as Google Analytics, AdWords, media campaign reporting tools, media research tools or third-party social media tools (e.g., Facebook, Twitter)
- Assist with oversight of marketing-related vendors, contractors and project manages various campaigns and initiatives to which vendors/contractors contribute. Creates, researches and enlists appropriate vendors and contractors for deliverables.

- Under the direction of the Marketing Manager, writes, edits and coordinates the design of marketing collateral. Ensures applicable promotional material is available to sales channels, external and internal customers, as determined by demand and budget.
- Assist with coordination of company external and internal events
- Maintains awareness of emerging and innovative approaches to engaging with and activating audiences through the digital space
- Work as a member of a team
- Other Duties as assigned

Qualifications:

- Bachelor's in marketing, business, or related field or equivalent experience required
- 2+ years of experience in marketing, media, or related business required
- Adobe creative suite (Photoshop, Illustrator, InDesign, etc.) skills preferred
- Must demonstrate ability to communicate in a clear and concise manner, including exceptional writing and editing skills
- Must be skilled in marketing and advertising techniques
- Must be proficient in use of Internet (e.g. AdWords) and social media for business purposes
- Must be able to work independently
- Must possess strong organizational, project and time management, problem-solving, research and analytical skills
- Must possess a high degree of intelligence, competence, maturity, adaptability, resilience, integrity and initiative
- A highly entrepreneurial spirit ... a "make it happen" attitude and approach

To be considered for this position, please email your resume in confidence to jobs@foresite.com.