

JOB TITLE: Marketing Specialist

DEPARTMENT: Sales

The Sales Department at Nachi Robotic Systems, Inc. thrives on developing long-term relationships. We are a customer-centric, solution-driven, and ambitious team that is passionate about solving our customer challenges. Come join a world leader in robotics and system automation.

We have an exciting opportunity for an individual to join us as a Marketing Specialist. If you are hungry for an opportunity, motivated to grow, and looking for a challenging, rewarding career in marketing, then we want to talk to you!

POSITION OVERVIEW:

Plans, creates, and coordinates the marketing of Nachi's products and services working within the sales department. Works with the sales team members, various departments, vendors and customers to create interest and excitement in Nachi Robotic Systems product base.

PRINCIPLE RESPONSIBILITIES:

- Create and maintain master marketing plan for NRS for approval by VP of Sales and Operations
- Create in-house material for sales presentations and literature
- Manage trade show concepts as well as develop and manage advertising and multi-media presentations and budgets
- Utilize all social media outlets creating interest in Nachi Robotic Systems
- Create marketing concepts in support of new and existing products to be submitted to the VP of Sales and Operations for approval
- Maintain website (develop creative pages when applicable, update information, create interest)
- Conduct market research plan, maintains market data base, and develops annual marketing plan to improve efficiency and reduce marketing cost through Kaizen
- Compile robot statistical reports and submit to Robot Industries Association and serve on the RIA's marketing committee
- Compile incoming sales leads and distribute appropriately to sales team
- Serve as Assistant on Nachi's North America Marketing Team. Help provide insight, stimulate new ideas, and facilitate the creation of a marketing strategy for Nachi's North America operation
- Coordinate marketing efforts with partner companies of NRS

Requirements:

- Bachelor's degree in Business Administration with a concentration in Marketing or 4-6 years of experience in Marketing role
- Minimum two-years of experience in a marketing role.
- Excellent knowledge of marketing in social media platforms
- Competency in Google Analytics, Google Adwords and SEO Optimization
- Basic understanding of website management
- Computer literacy in advanced PC based office software and desktop publishing.
- Excellent communication skills
- Strong organization and planning abilities

BENEFITS:

Nachi Robotic Systems provides a comprehensive benefits package including medical, dental and vision insurance, 401K plan with employer match, paid time off, and tuition reimbursement.

Nachi Robotic Systems Inc. is an equal opportunity employer and makes employment decisions without regard to race, color, religion, creed, gender, national origin, disability, marital or veteran status, sexual orientation, or any other legally protected status.