

# JOB DESCRIPTION

**DEPARTMENT: Marketing & Design Services**

**JOB TITLE: Marketing Assistant**

**MANAGER: Kristi McSween**

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## COMPANY OVERVIEW

Established in 1993, [Creative Materials Corporation](#) designs, markets and supplies tile, LVT, glass, and other surface materials to the commercial construction industry. Utilizing extensive experience, Creative Materials guides multi-unit brands, architecture and design firms, developers, and installation professionals through product specification and the successful supply of materials to each and every project. Creative Materials adds value to client's projects by offering an unmatched combination of product sourcing capabilities, nationwide supply chain solutions, and excellence in service. Our committed, consultative approach enables clients to create with confidence.

## COMPANY VISION

To set a new standard for partnering with surface material suppliers on commercial projects.

## COMPANY MISSION

To help our clients design and build better communities by simplifying the selection and supply of surface materials on commercial construction projects.

## COMPANY CORE VALUES



*One culture, aligned around the same vision, living by the same values. We rely on one another to execute consistently, openly communicate, and own the results to make each project successful.*



**Care About Others**

*We recognize that successful business outcomes require successful people outcomes. Our first priority is to be people helping people.*



**Client First**

*We're a service company that happens to sell products. It's how we apply good judgement and problem solving to help clients achieve the best outcomes possible that sets us apart.*



**Creativity**

*In a rapidly changing world, what worked yesterday may not be effective today. We challenge the status quo, encourage innovation, utilize flexible thinking, and aspire to set new standards of how value can be offered to our clients.*

## LOCATION

Albany, NY. Remote work is available Mondays and Fridays.

## POSITION SUMMARY

This entry-level position will support the marketing and design services team and assist with executing a range of marketing tactics. Daily tasks will include (but are not limited to) graphic design work using Adobe Creative Suite, developing product collateral, helping to coordinate tradeshow, assisting with making website updates, and assisting with social media coordination and deployment.

Training will be provided, but the candidate must have previous experience with, and working knowledge of, Windows Office Suite and Adobe InDesign.

## RESPONSIBILITIES

- Design and create marketing materials and collateral that align to brand standards such as flyers, brochures and posters using Adobe Creative Suite.
- Create product cutsheets by pulling technical data and images together and into an Adobe InDesign template.
- Support the marketing team with planning, implementing, and monitoring marketing campaigns.
- Assist with managing lead assignments for sales team.
- Assist with building webpages in WordPress.
- Help organize and coordinate marketing events such as conferences, webinars, and trade shows.
- Assist with social media deployment and content development.
- Provide administrative and project support for a variety of marketing programs.

## SKILLS AND QUALIFICATIONS

- BA in Marketing or related field (relevant experience in place of a degree will be considered)
- A collaborative nature and an ability to be flexible in a changing and high-growth environment
- Working knowledge of Windows Office Suite
- Ability to learn and adapt to new systems
- Working knowledge of Adobe Creative Suite & Canva

