

JOB DESCRIPTION

DEPARTMENT: Marketing

MANAGER: Kristi McSween

JOB TITLE: Marketing Specialist

COMPANY OVERVIEW

Established in 1993, [Creative Materials Corporation](#) supplies surface materials such as tile, resilient flooring, pavers and setting materials to the commercial construction industry. Utilizing extensive experience, Creative Materials guides architecture firms, developers, and corporate multi-unit brands through product specification and the successful supply of materials. 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.

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 trust one another to do our part as a team 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 thoughtfulness 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, and aspire to set new standards of value for our clients.

LOCATION

Albany, NY



POSITION SUMMARY

Creative Materials Corporation seeks a motivated and organized Marketing Specialist to support marketing of surface materials (tile, glass, resilient flooring) across all client segments, including architecture and design (A&D), hospitality, corporate multi-unit brands, and contractors.

The Marketing Specialist is responsible for executing marketing initiatives that support sales enablement, lead management, product launches, and digital marketing campaigns. This role plays a critical part in maintaining marketing systems and databases, coordinating email marketing efforts, developing sales support materials, managing product marketing collateral, and ensuring accurate organization of marketing assets and documentation.

Working closely with the Director of Marketing & Design Services and the Associate Marketing Manager, the Marketing Specialist helps transform strategic initiatives into organized, high-quality deliverables that support business development efforts and enhance client experience. Success in this role requires strong attention to detail, effective project coordination, adaptability, and a proactive approach to managing multiple priorities in a fast-paced environment.

Flexibility is critical in this high-growth environment. Responsibilities may evolve as business needs, marketing priorities, and company objectives continue to develop.

RESPONSIBILITIES

- **Social Media Management:**
 - Assist in content (product and non-product) creation in collaboration with the Associate Marketing Manager and Director of Marketing and Design Services for all social media channels.
 - Follow and engage with corporate multi-unit brand clients, target A&D clients, and contractors to foster community interaction and increase brand visibility.
 - Follow and engage with industry associations, such as NEWH, IIDA, and AIA.
- **Database & Lead Management:**
 - Administer responsibilities on organizational platforms such as Salesforce and Planner.
 - Handle incoming marketing and lead requests via Pardot, Salesforce, and Outlook, ensuring accurate routing and timely follow-up.
 - Maintain organized folder structures, marketing assets, product documentation, and supporting files to ensure efficient access and consistency across the department.
 - Maintain marketing databases, audience segmentation lists, and campaign distribution lists within Salesforce and Pardot to support targeted communications and lead management efforts, in collaboration with the Director of Marketing and Design Services.
- **Sales Enablement Tools:**
 - Maintain CEU courses, including presentations, flyers, registration, and recording attendance. Manage the creation and approval of new courses.
 - Develop, in collaboration with internal stakeholders, proposals, product sheets, sales boards, and other collateral as required for the multi-unit corporate brands side of the business.
 - Oversee, coordinate, and develop targeted multi-unit corporate brand email campaigns in collaboration with internal stakeholders, such as the Brand Program Manager, including pre-event buzz, post-event nurture efforts for business development, and brand-specific targeted campaigns.



- **Product Marketing Collateral:**
 - Create and manage collateral for new product launches, including private label branding, sustainability documentation, QR code creation, and supporting launch materials.
 - Format manufacturer photography of color swatches, decors, and installation photos in high and low resolution, and label each with the corresponding private-label name.
- **Website Administration**
 - Perform regular maintenance, including clearing caches, resolving errors (301 – 404 – Backlink), optimizing for SEO & GEO, and authorizing the Salesforce API connection.
 - Execute quarterly updates as communicated by the Director of Marketing & Design Services for top sampled collections and featured projects.
 - Build product and dedicated landing pages for product rollouts, whether related to launches or ad-hoc.
- **Market Research:** Conduct thorough market and competitive research to inform strategic decisions and keep abreast of industry trends.
- **Innovation:** Stay current with marketing technologies and trends to keep the company at the forefront of digital marketing developments.

SKILLS AND QUALIFICATIONS

- 1-2 years' experience in marketing.
- BA in marketing or related field (relevant experience in place of a degree will be considered).
- Travel possible
- A collaborative nature and an ability to be flexible in a changing and high-growth environment.
- Working knowledge of Windows Office Suite (Outlook, Excel, Word, etc).
- Working knowledge of Adobe Creative Suite & Canva
- Working knowledge of CRM and marketing automation systems such as Salesforce and Pardot
- Experience in commercial construction, architecture, and design is a plus.