



## **Marketing Specialist**

This role is located in Elkhart, IN

Want to be part of a fast-growing, high-tech company that is launching new products nationally and experiencing exceptional growth for themselves and their high performing employees? Enjoy traveling and meeting new people, want the ability to work independently with the opportunity to enhance your career and achieve real results?

*Then, Truma has a place for you!*

### **Who We Are:**

Truma is a leading international manufacturer of highly developed heating and water heater systems, as well as comfort accessories for travel trailers and motorhomes. Our global success and top market share come from our customer focus, innovation, product quality and outstanding service. Truma is a medium-sized, family-oriented company with over 600 employees globally and a long history going back more than 70 years.

### **What We Offer:**

Exciting entrepreneurial, family-oriented work environment with flexible work/life balance schedules

Challenging and progressive career development

Competitive salaries, travel mileage reimbursements, and excellent health benefits including Medical, Dental, Vision, Short-term Disability, Voluntary Life Insurance, and Basic Life Insurance (company paid)

Simple IRA with Company Match

Best practice PTO policies and paid holidays

Open communication, informal recognition, and team-building events

And much more to motivated, results-oriented individuals who want to make a real difference in their community and role

### **What You'll Do:**

We are looking for an ambitious Marketing Specialist to be responsible for developing and managing all aspects of our marketing strategy. You will focus on creating, implementing, tracking and optimizing our digital and traditional marketing campaigns across various marketing channels.

To be successful as a Marketing Specialist, you must be highly self-motivated, proactive, and have a working knowledge of current marketing tools and strategies in order to execute successful marketing campaigns.

### **Your Accountabilities in the Role:**

1. Develop, implement, and track marketing programs such as email, social media, or digital campaigns, and events.



2. Collaborate with other internal teams (e.g. sales and service) to develop and monitor strategic marketing initiatives.
3. Analyze and report on the performance and efficiency of campaigns.
4. Conduct market research and analyze trends to identify new marketing opportunities.
5. Develop and create marketing materials, such as sales and product collateral, and ensure brand guidelines are met.
6. Write, proofread, and edit creative and technical content across different mediums.
7. Work with external agencies and vendors to execute marketing programs.

*The job criteria may include other duties, responsibilities and activities, which may change or be assigned at any time with or without notice.*

**Position Requirements:**

- A. **Education:** Bachelor's degree business administration, marketing, communications, or a related field.
- B. **Experience:** 2-5 years of marketing experience.
- C. **Functional Skills:** Must have excellent analytical skills and data analysis skills. Must be strong in the areas of prioritization, organization and project management.
- D. **Technology Aptitude/Skills:** Proficient in Microsoft Office Suite (Word, Excel, Outlook, PowerPoint), Adobe Creative Suite (Photoshop, InDesign, Illustrator). Strong knowledge of various marketing and analytics tools such as Salesforce Pardot, Survey Monkey, Google Analytics, and content management systems. Basic working knowledge of HTML and CSS.
- E. **Language Skills:** Must possess outstanding written and verbal communication skills and be skilled in writing and editing content with an attention to detail.
- F. **Culture Match:** Professional in appearance, reliable and able to work within a close team while possessing individual accountability for the role is key. Must be presentable to meet with external and internal partners and customers. Team-oriented with a positive attitude.

**Contact us today and learn more about the Truma Family and how we can enhance Your Career!**

Email: [careers@trumacorp.com](mailto:careers@trumacorp.com)

**We are an Equal Opportunity Employer**