



Utility Keystone

TRAILER SALES

MANHEIM, PA

POSITION DESCRIPTION

Date: 11-28-18

Prepared by:

Approved by:

Title: Marketing Associate

Reports to: Marketing Coordinator

Purpose of Position: This position is responsible for assisting and collaborating with the Marketing Coordinator in the execution of tactics that align with the marketing strategy of Utility Keystone Trailer Sales, Inc. and PennStro Leasing, LLC.

Requirements:

- Education - This position requires a bachelor's degree in Marketing or Communications or equivalent. 1 to 3 years of related experience and/or training is preferred. And basic understanding of Graphic Design principles is a plus.
- Language Skills - Requires the ability to read, write, communicate, and interpret accurately in English. Ability to write creatively to B2B audience. This position requires the ability to read and write reports, business correspondence and desk procedures. Employee must demonstrate the ability to interact tactfully and positively with customers, vendors, UKTS staff and management.
- Mathematical Skills - Ability to calculate figures and amounts such as discounts, interest, proportions, percentages and regular mathematic equations.
- Computer Skills – Proficient in all Microsoft products is mandatory, basic knowledge of Adobe Creative Cloud applications (Photoshop, Illustrator, InDesign, etc.) along with operating the dealership software. Basic understanding and knowledge of Salesforce a plus. Must be able to operate other office equipment when necessary.

Essential Duties:

- Manage and maintain inventory across digital channels
- Create inventory advertisements on weekly basis
- Generate and maintain blog content for website
- Manage marketing collateral and stationery
- Assist with other marketing initiatives such as, but not limited to: website maintenance, website content, social media monitoring, create and publish social content specific to each channel, email communications, industry advertisements

- Collaborate with Marketing Coordinator, department heads, and team members to align objectives and tasks with overall marketing strategy
- Assist with planning and executing special events as needed
- Assist Human Resources with job postings across digital and print channels
- Be proactive in handling tasks that have not been assigned
- Maintain and record basic financial transactions and database information
- Establish and maintain a paper and computer file system

Work Environment:

The Work environmental characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- This position requires the ability to apply common sense understanding to carry out instructions furnished in writing, oral, schedule or diagram form and the ability to use sound judgment when faced with complex circumstances.
- The ability to deal with problems involving several variables in standardized situations is essential, while maintaining a professional, calm manner when negotiating with difficult or upset customers and employees.
- The noise level is quiet to moderate at times.
- The physical exertion is moderate, and work is performed in an office setting.
- There are frequent employee and customer contacts and interruptions in person and the telephone during work hours.
- UKTS reserves the right to revise or change job duties and responsibilities as the need arises. This position description does not constitute a written or implied contract of employment.
- Requires the ability to operate a personal computer, multi-line phone, calculator and other basic office equipment.
- Requires the ability to concentrate and consistently produce accurate work.
- While performing the duties of this job, the employee is frequently required to sit, use hands, handle or feel, reach with hands and arms, and talk or hear.
- The employee is occasionally required to stand and walk.
- The employee must be able to occasionally lift and or move up to 20 pounds.
- Specific vision abilities required by this job include close vision, distance vision and the ability to adjust focus.

Standards:

- Work will be performed in a routine, coordinated manner as to continuously duplicate or exceed desired results.
- Must have a strong customer service focus.
- Maintain a clean and organized work area at all times.

- Arrive to work early in preparation to start shift on time.
- Work performed is to be in a professional manner in accordance with or exceeding company standards.
- Adhere to all company policies, procedures and standards.
- Display a professional and positive attitude toward U/KTS and its employees.
- Maintain a professional appearance.
- Maintain excellent verbal and written communications.
- Work will be performed in accordance with all government laws and regulations.
- Continually seek professional and personal growth.
- Must have strong organizational and people skills.
- Must possess a good work ethic, strong detail orientation and a strong business sense.
- Maintain a professional, thoughtful and confident attitude at all times

Benefits:

- Profit Sharing
- 401k (Retirement Planning)
- Competitive Salary
- Guaranteed Overtime
- No Weekends
- Friendly & Rewarding Workplace
- Vacation Time & 8 Paid Holidays
- Medical, Dental, & Vision Insurance

Signing on behalf of this position and agreeing to accept all of its responsibilities.

Signed: _____ Date: _____
Marketing Associate

Signing on behalf of this position and agreeing to accept all of its responsibilities.

Signed: _____ Date: _____
Marketing Coordinator