Position:
Marketing Specialist

Reports To:
Marketing Manager

Location:
Boise, Idaho

Status:
Full Time, exempt with full benefits

General Summary:

The Marketing Specialist is tasked with a broad variety of outbound related marketing activities and operates within a deadline driven environment. The successful candidate must maintain the corporate style guide across all mediums including print, electronic, and online. The successful candidate will have graphic design education or experience. In this role the candidate will be expected to manage creative projects and events from concept to completion with guidance from the Marketing Manager.

Essential Job Functions:

Coordinate and manage corporate events such as tradeshows, golf tournaments, and seminars to ensure a world-class customer experience while working to convert activities into sales opportunities.
Maintain and update corporate collateral materials including power point templates, product literature, signage, maps and event properties such as tradeshow booths.
Design, create, and manage to completion all marketing production related efforts such as promotional items, printed collateral, multimedia collateral, and direct mail pieces.

Other duties:

• Execute the day-to-day delivery of email marketing campaigns, product literature, quarterly newsletter, invitations, event materials etc.
• Prepare and manage timelines for marketing projects
• Plan and participate in corporate events
• Participate and contribute to marketing activities to help achieve company goals
• Manage website through content management system
• Ensure that all creative marketing materials undergo brand review and adhere to strict brand guidelines
• Enter and maintain leads into CRM as needed
• Produce campaign analytics reports as required
• Calling through lists to announce events, and/or products and services as needed
• Contributes to team effort by performing related tasks as required

Required Skills:

• Excellent computer skills, at a minimum candidate must be proficient in Adobe InDesign, Photoshop and Illustrator as well as Microsoft Office on a Mac platform
• Excellent communication skills
• Ability to work within a team as well as independently
• Must be self-motivated and driven
• Ability to meet deadlines and/or targets
• Must be adept at handling pressure and working under stress
• Must be able to lift 50 lbs

Education and Experience:

Bachelor’s degree in Graphic Design, Marketing, Communications or related field, or 5 years related experience. Telecommunications experience helpful.

How to apply:

If you are qualified and interested in this position, please send your cover letter and resume to: resumes@syringanetworks.net or fax to (208) 229-6110 Attn: Human Resources

About Syringa Networks:

Syringa Networks specializes in custom network solutions for businesses, providing a wide range of networking services throughout the region. Delivered over a purpose-built self-healing fiber optic network, services are available at a range of speeds from T1 to OC-192 and Ethernet at data rates ranging from 1 Megabit (Mb) to 10 Gigabits (Gbs). The regional company also offers Dedicated Internet Access (DIA), MPLS, SONET, DWDM, ATM/Frame, Fiber-to-the-Tower, and Network Equipment sales.

Syringa Networks is a privately held Idaho corporation and is headquartered in Boise, Idaho, with
additional offices in Idaho Falls, Idaho, and West Valley City, Utah.

This job description in no way states or implies that these are the only duties to be performed by the employee. He or she will be required to follow any other instructions and to perform any other duties requested by his or her supervisor. In accordance with the American with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodations will be made which may pose serious health or safety risks to the employee or others and which impose undue hardships on the organization. Furthermore, job descriptions are not intended as and do not create employment contracts. The organization maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.