



Job Title: Marketing Assistant
Salary: DOE
Position Type: Part Time, Exempt
Required Experience: Minimum 1 year. Degree in business, marketing, communications, or similar.
Location: Austin, Texas
Date Posted: March 14, 2007

Job Summary:

NxEdge is currently seeking a full time Marketing Assistant to join our energetic marketing and sales team in Austin, TX. This position will seek out, coordinate, track and evaluate marketing initiatives to drive business-to-business sales, in addition to supporting company-wide marketing activities. Strong written and interpersonal skills a must. Bachelor's degree in Business, Marketing, Communications or similar required. Must be able to work effectively both independently and in a team environment. Critical thinking and creativity are crucial. This position will report directly to the Marketing Manager in our corporate office in Bellevue, Washington.

Primary Responsibilities:

- Assist in developing, executing, and evaluating new marketing campaigns to drive sales
- Oversee ad creation, tailored messaging, and placement
- Track performance of all advertising and promotional campaigns to determine effectiveness
- Maintain media and customer contact lists in salesforce.com
- Create and edit content for customer communications, emails, website, and marketing collateral
- Assist sales team in developing presentations and templates
- Oversee photo archive and website updates
- Manage inventory, vendors, and order fulfillment for print materials and sales promotional items
- Event coordination, promotions, and logistics for three international tradeshow
- Ensure brand continuity across all internal and external communications
- Write and pitch press releases to local and national trade media as needed
- General assistance with other marketing duties

Required Skills / Experience:

- BA in Business, Marketing, Communications, or equivalent
- Self-motivated, organized, detail-oriented, and able to work independently
- Excellent written, oral, and interpersonal skills
- Strong analytical and problem solving skills
- Work well under pressure with ability to meet deadlines
- Excellent grammatical, proofreading, and editing abilities
- Ability to negotiate pricing and manage vendors
- Desire and ability to communicate / interact with others and promote teamwork

Software Requirements:

- Strong command of the Internet and Microsoft Office Programs (Excel, PowerPoint, Word)
- Working knowledge of graphic design programs such as Photoshop and InDesign a plus

Preferred Skills / Experience:

- Past job related experience in public relations and advertising a plus
- Event planning or tradeshow experience a plus