

NOW HIRING

MARKETING SPECIALIST

Submaterial LLC is looking for a Marketing Specialist who is excited about planning and organizing projects from ideation through postmortem. A Marketing Specialist who is an effective critical thinker, problem solver and who works collaboratively and thrives in a team environment.

Submaterial LLC designs and fabricates a unique collection of interior wall panels and wall covering products which are specified by top national architecture and interior design firms. **The clear communication of the Submaterial story and the concise expression of our culture and brand is critically important to our success.** Therefore, our marketing effort must be supported by only the most engaged and organized team members. The Marketing Specialist works from this awareness, and reflects the company's mission, vision, and values in all activities.

The Marketing Specialist actively promotes our products and capabilities to the outside world, sharing the story of our processes, history, and culture across all channels. While the efforts of the Marketing Specialist support sales and marketing of our products, the responsibilities of this position include awareness and maintenance of our brand and appearance at every level. **At its core, this role is about the thoughtful planning and implementation of marketing initiatives and programs.** In pursuing this critically important goal, the Marketing Specialist facilitates the healthy growth of our company and audience, while supporting the unique culture of our studio. This position reports directly to the Creative Director, and coordinates with the Social Media Specialist, Designers and all members of the Marketing Team.

KEY RESPONSIBILITIES

- Responsible for implementing Submaterial's marketing strategy at all stages of the campaign lifecycle, from ideation through execution. Define the brand story and messaging, manage content across all channels, and propose and adhere to budgets.
- Work with the Creative Director to plan and maintain a media calendar each year to maximize brand exposure on established industry deadlines.
- Work with current and potential Media Outlets for advertising. Seek out and vet new opportunities, provide investment recommendations for opportunities, and place insertion orders for approved ads.

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- Coordinate with Social Media Specialist to ensure a unified voice across all channels. Contribute to the selection of content and photography.
- Propose and be accountable for approved budgets for advertising, events, and other media placements, and provide an assessment of the ROI for these efforts.
- Monitor and maintain content for the website and shop, including coordinating photography, photo-editing, copywriting, and reporting. Content responsibilities will be shared between the Marketing Specialist and the Marketing Team.
- Research new clients and maintain a database of important client information.
- Work with the Creative Director and Marketing Team to coordinate photoshoots, including location selection, prop acquisition, budget, schedule, and photographers.
- Coordinate and facilitate outreach events such as open studio events at Submaterial, auctions and competitions, as well as volunteer opportunities.
- May periodically be required to travel to attend and present at regional and national client meetings, off-site events, tradeshow, and photoshoots.

QUALIFICATIONS

- Minimum of three to five years of experience managing and executing marketing campaigns.
- Knowledge of social media as used in business marketing.
- Expertise in SEO, SEM and working knowledge/understanding of Google Analytics, Ads and Tag Manager.
- Strong computer skills, proficient in Office 365.
- Excellent verbal and written communication skills. Content creation is an important part of the position.
- Ability to interact professionally and diplomatically with all levels of employees and management.
- Self-motivated, detail oriented, deadline-driven, and resourceful.
- Highly organized, work well under the pressure of timelines and due dates. Able to manage multiple tasks and adjust to changing schedules and priorities.

A PLUS

- Bachelor's degree in marketing or communications related field.
- Experience in interior design or related industry
- Additional experience developing marketing content, i.e., photo editing and graphics using Adobe software.
- Experience managing tradeshow or other business events



WE OFFER

- A great work environment!
- A dog friendly workplace.
- 100% employer paid Medical, Dental and Vision insurance.
- 401K
- Paid time off (PTO)

EMPLOYMENT TYPE

Full-time, located in-person in Albuquerque, NM.

Submaterial is an equal employment opportunity workplace. All applicants will be considered regardless of any protected class, including but not limited to age, color, disability, national origin, pregnancy, race, religion, sex, sexual orientation, gender identity, genetic information, veteran, or uniform service member status.

Submaterial is committed to fostering a culture of diversity, equity, and inclusion. Each employee will be respected and valued so they may give their best as a result.

We encourage you to apply regardless of meeting all qualifications.

APPLY

Please send applications to Elizabeth Griego-Powell, Human Resources Manager:

Liz@submaterial.com

