

## Marketing Communications Systems Specialist

**Job Summary:** Responsible for assisting in the planning and implementation of marketing communications projects in the areas of advertising and promotional programs, public relations and trade shows, including Internet-based communications. Participates in the development of plans for product promotion in support of marketing objectives. Prepares materials for internal and external presentation on products, business plans and management issues.

### Essential Duties and Responsibilities:

- Develops and produces effective product collateral including catalogs, sales sheets, PowerPoint presentation materials, photographs and videos. Interfaces with all levels of management and functional areas for input and creation of material. Coordinates with outside agencies as necessary.
- Provides guidance to sales and product marketing on effective promotion strategy development.
- Provides desktop publishing support for various projects such as: internal corporate communications, tradeshow events, conferences and sales collaterals.
- Supports and develops public relations plans/material to include press releases, technical papers, company website and social media. Coordinates with outside agencies as necessary.
- Provides photography/videography support for small projects.
- Manages translation of collateral and documentation between English and Chinese with third-party resources.
- Support various internal communication activities, e.g., company newsletter, SharePoint sites, etc.
- Coordinates multinational project activities with corporate headquarters marketing team in China.
- Works on problems of diverse scope where analysis of data requires identification of factors.
- Exercises judgment within a broadly defined practices and policies in selecting methods, techniques and evaluation criteria for developing and implementing effective promotion strategies for high tech B2B markets.

### Requirements:

- Bachelor's degree or equivalent and over 5 years' experience in a desktop publishing and/or graphics design role.
- Must have extensive knowledge of Microsoft Office suite of products, CoreIDRAW and Adobe Acrobat software applications. Experience with WordPress is a plus.
- Requires extensive knowledge in layout and design of collateral materials, and copy editing.
- Excellent written and verbal communication skills are required.
- Strong project management skills and the ability to collaborate with a wide range of functional areas.
- The ability to work effectively and efficiently in a dead-line driven schedule.
- Chinese language skills will be a plus