



Midwest Mechanical Solutions – Job Description
Marketing Assistant & Office Manager
Full-Time/Exempt

Midwest Mechanical Solutions mission statement:

Creating lifelong relationships & projects we can be proud of through creatively applied HVAC solutions

Midwest Mechanical Solutions Core Values:

- Driven/Self Motivated
- Can Do Attitude
- Team Player
- Customer Driven
- Do What's Right
- Accountable

DEPARTMENT OVERVIEW:

The Marketing department is a critical pillar of Midwest Mechanical Solutions as it spans across all internal departments and is the face of the company. Our mission is to create a brand that accurately reflects our culture and creates value for our customers and manufacturers we represent in the marketplace. From creating and managing the website to coordinating customer trips to producing literature and other materials for sales, the team is responsible for promotional strategies for our organization and products we represent through co-branded internal/customer communications and events.

POSITION OVERVIEW:

Marketing Assistant and Office Manager is a diverse role comprised of event planning, content creation, administrative tasks, and managing logistics for an office of 80 people. This role reports to the Marketing Manager and together you will collaborate to create content for various distribution channels. Additionally, in this role, you will focus on planning and executing highly effective internal and customer events, you will have a strong emphasis on interacting with colleagues and customers.

JOB RESPONSIBILITIES

- Plan and organize events according to requirements, including planning with presenters, hiring vendors, creating and scheduling invites, and all post-event tasks including vendor and sponsorship payment, resolution of issues, and overall satisfaction of internal and external attendees.
 - Plan and execute monthly company culture-building events
 - Build and maintain event calendar for internal and external events.
- Coordinate travel arrangements for internal staff and customers for trainings and events.
- Maintain an accurate and organized Product Showroom with collaboration from product specialists within the organization.
- Collaborate with Marketing Manager to execute marketing strategies.
 - Manage and execute LinkedIn strategy, content, and creative production



- Create webpages (Wordpress preferred)
- Understanding of website and social media analytics, with the ability to generate, analyze and interpret data
- Contributing ideas to marketing campaigns and events
- Assist the Director of Sales and Marketing with data creation and analysis.
- Manage inventory and stock office supplies.
- Direct incoming phone calls.
- Assisting with promotional activities and attending events as necessary

Job Qualifications:

Minimum Education and Experience

- Bachelor's degree or equivalent experience in marketing or business, or related field preferred
- 1+ year of experience in marketing (internship experience ok)
- Be prepared to submit a Marketing Portfolio or examples (include 1-2 graphic/promotional examples, 1-2 writing examples)

Knowledge, Skills, and Abilities

- Interact professionally and enthusiastically with other employees, customers, and manufacturers/vendors in a fast-paced work environment
- Generate attention-grabbing ideas and concepts from design layout to creative solutions
- Responsibility and ownership of successful project implementation and follow-through
- Ability to multitask with effective organizational skills with a strong attention to detail
- Outstanding verbal and written communication skills
- Perform quality work, highly detailed oriented with superb organizational skills, and meet deadlines without direct supervision
- Commitment to customer service
- Strong proficiency in Microsoft Office Suite applications including Word, Excel, Powerpoint, and Outlook
- Experience in Adobe Acrobat, Photoshop, Illustrator, and InDesign (Preferred)
- Basic understanding of WordPress (Preferred)
- Experience in Google Ads and Analytics (Preferred)
- Teamwork skills

Working Conditions and Frequency:

Occasional local travel for site visit or event

The aforementioned statements are not intended to encompass all functions and qualifications of the position; rather, they are intended to provide a general framework of the qualifications of the position. Job incumbents may be required to perform functions not specifically addressed in this job description.



At Midwest Mechanical Solutions, we are an equal opportunity and affirmative action employer dedicated to diversity in the workplace. Our policy is to provide equal employment opportunities to all qualified persons without regard to race, gender, color, disability, national origin, age, religion, union affiliation, sexual orientation, veteran status, citizenship, gender identity and/or expression, or other status protected by law.