Marketing Specialist

Boston/ Shore, MA · Full-time · **$85k–92k**

Marketing Specialist
Location: Greater Boston/ South Shore, MA (on-site)
Salary: $85,000 - $92,000 + Profit Sharing + Benefits
Benefits: Medical, Dental, Vision insurance, 401(k) w/ match, PTO, Paid holidays
Job Type: Full-Time
Typical Hours: Flexible start and end times with established core collaboration hours (9am – 3pm)
Travel: Less than 10%, with occasional travel for trade shows and industry events

Marketing Specialist Description

Our client, a specialized engineering and manufacturing company serving the specialty chemical, pharmaceutical, and food & beverage industries, is looking for a Marketing Specialist to join their team. Reporting to the VP of Innovation, you'll translate technical concepts into customer-focused messaging while managing digital marketing, content creation, social media, and email campaigns.

This is a hands-on, high-visibility opportunity to take ownership of marketing initiatives, strengthen brand awareness, and support business development. You'll work closely with engineering and sales leadership, with the opportunity to make a meaningful impact on how the company communicates its technical capabilities and reaches new customers.

Marketing Specialist Responsibilities

- Plan and carry out marketing programs that raise brand visibility and generate qualified leads
- Collaborate with engineering and sales teams to translate complex technical concepts into clear, compelling customer-facing content
- Create a variety of technical and marketing content, including white papers, articles, blog posts, case studies, brochures, website copy, and sales materials
- Manage and grow the company's digital presence, particularly LinkedIn, through targeted social media content and engagement
- Develop and execute email marketing campaigns, monitor performance, and campaign analytics
- Coordinate website updates and maintain consistent messaging and branding across marketing channels
- Support industry trade shows and events, including marketing materials, vendor coordination, logistics, and pre-event planning
- Manage multiple marketing projects and coordinate with internal teams and external marketing partners to ensure timely execution

Marketing Specialist Qualifications

- 3+ years of B2B marketing experience required
- Experience creating marketing content and communicating technical or complex products, services, or concepts to customers required
- Hands-on experience with digital marketing, social media management, and email campaigns required

- Working knowledge of digital marketing analytics required
- Familiarity with marketing tools and platforms required

Apply: https://twonice.hire.trakstar.com/jobs/fk0zcvk/?apply=true

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