



Marketing Assistant/Specialist

Finishes Solutions brings together a unique combination of resources under one roof. Our team of experts have a winning track record of excellence in real estate development, construction, remodeling, management, sales, insurance, and finances.

Finishes Solutions, LLC is looking for a **Marketing Assistant/Specialist** that is passionate about cultivating growth and innovation in a rapidly growing company. This marketing assistant position is an essential role in the company's marketing department. This position will work closely with the Business Development and Sales Team. Here at Finishes Solutions, LLC, the marketing assistant is vital to developing, executing, and maintaining an organization's marketing strategy.

Responsibilities:

- Doing market research, analyzing forecasts and performing competitive analysis.
- Preparing marketing sales and trend reports.
- Supporting the development and execution of a company's marketing and branding strategies.
- Actively taking part in marketing campaigns.
- Developing original copy for social media platforms, websites and printed advertising materials.
- Understanding brand guidelines and consistently implementing the brand voice across all channels and marketing materials.
- Monitoring marketing industry news and submitting reports on emerging trends to management.
- Informing the sales teams about campaign objectives and deliverables.
- Working with the graphic design team to help deliver content that meets clients specifications
- Supporting internal communication campaigns to effectively distribute key information.
- Assist with creating content, post, and monitor social media accounts.
- Review and evaluate new technologies and developments in digital marketing.
- Generate reports and analyses of marketing data and campaign results.
- Support marketing and sales team initiatives as needed.
- Other duties assigned as needed.

Requirements:

- 1-3 years of experience in marketing.
- Must have strong organizational and project management skills, as well as attention to detail.
- Excellent written and verbal communication skills, as well as outstanding copywriting and proofreading skills.
- Firm grasp on various marketing platforms, channels, and best practices, including social, digital, and email marketing.
- Must be a self-starter and able to independently move projects forward, prioritize tasks, and meet deadlines.
- Must have strong analytical skills to analyze metrics and create reports.
- Must have a high level of creativity.
- Team oriented and goal focused.
- Must be proficient with Microsoft office (Word, Excel, PowerPoint).
- Must be proficient with Adobe (Illustrator, Photoshop, Acrobat) Some experience with Adobe InDesign.