

RELiON Battery Marketing Specialist

**** This is a full-time remote position. Candidates must be based in the Charlotte-area. ****

We are looking for an enthusiastic Marketing Specialist to help us in our overall marketing efforts. Supporting the Marketing Manager, you'll be an important cog in the marketing wheel. The Marketing Specialist will help build and execute integrated marketing strategies that drive value to the organization. This job is full of variety and will require the ability to effectively manage a multitude of marketing projects.

Responsibilities:

- Develop and deploy successful marketing campaigns and own their implementation from ideation to execution.
- Manage the marketing calendar, and strategically plan timelines and best practices around associated marketing campaigns.
- Help build and manage content calendars for blog, email, and social media.
- Create, write, and/or edit engaging content that aligns with marketing campaign objectives and leads to revenue growth. Content includes multiple mediums, such as: website, online store, ad and product copy, emails, social media posts, newsletters, infographics, videos, case studies, and more.
- Support and project manage deliverables for new product rollouts including website/digital marketing, interactive projects, animations/videos, sales & marketing literature/collateral, presentations, tradeshows, new product webinars, graphic design, giveaways.
- Manage Partner Marketing campaigns such as quarterly newsletters, support requests and maintaining content in Partner Portal.
- Manage influencer marketing programs including, but not limited to, affiliates and sponsorships outreach, referral marketing and other content partnerships.
- Help drive product messaging and marketing tools including marketing collateral, sales presentations, and managing customer testimonials.
- Work alongside cross-functional teams to provide clear communication, updates and recommendations regarding all projects.
- Assist in management of trade shows and corporate events including planning, preparation, budget etc.
- Work with third-party vendors to order/print marketing literature and order promotional material.
- Analyze data, prepare and present recommendations, reports and findings.

Ideal Candidate

1. You enjoy working 1:1 but are comfortable taking the lead and working independently with minimal supervision once priorities and needs are established.
2. You are a self-starter who loves learning and enjoys taking on new and different projects and initiatives.
3. You are an entrepreneurial spirit who focuses on the profitability and results of all endeavors.

4. You have equally strong writing and design skills which include the ability to generate copy that sells and impactful creative.

5. You are comfortable with change, because this role is ever-changing. The ideal candidate is flexible, adaptable, and enthusiastic. You **MUST** have a positive attitude.

Desired Qualifications:

- A minimum of three (3) to five (5) years progressive work experience in marketing or related field
- Bachelor's Degree in Marketing, Communications, or related field
- Excellent computer skills including proficiency with Adobe InDesign, Photoshop and Illustrator as well as the suite of Microsoft Office applications
- Excellent written/verbal communication skills; communicates clearly and presents information effectively, demonstrates group presentation skills
- Keen attention to detail in the planning, organization, and execution of tasks, while still seeing the big picture and understanding how all of the pieces fit together and affect one another
- Able to work in a fast paced, ever-changing environment
- Some travel (global and/or domestic) may be required

About RELiON Battery

RELiON Battery is a leading manufacturer of lithium batteries for use in high power applications such as boats, RVs, EVs and solar energy systems. We're a global company headquartered in Charlotte, NC with offices and team members scattered around the world. Learn more about us at:
<https://reliionbattery.com>