

Marketing Associate

We are looking for a motivated Marketing Associate who would report to the Senior Marketing Manager for our growing Plainview based Import and Distribution Company. Our company is the worldwide licensee for Under Armour Performance Eyewear, Hobie Polarized Sunglasses, Crocs Eyewear plus an exciting blend of in-house brands. We are looking for strong team players to assist with this exciting opportunity. The position is full time and based in our Plainview office.

The ideal candidate will be responsible for implementing and executing marketing programs and initiatives. Requires a Bachelors degree in area of specialty and 2 years of experience in the field or in a related area. Relies on experience and judgment to plan and accomplish goals and performs a variety of tasks. A wide degree of creativity is expected. Business travel is required.

Typical Duties:

- Work with vendors to procure marketing items
- Supervise production of marketing materials
- Track marketing campaigns and make recommendations for modifications
- Maintain brand databases and track demographic survey results
- Coordinate and attend events/tradeshows
- Distribute press releases and pitch media on exciting company initiatives
- Assist Sr. Marketing Manager with planning development and execution of marketing projects

The ideal candidate should have / be:

- Bachelors Degree and a minimum of 2 years marketing experience.
- Ability to thrive in a fast-paced environment and meet deadlines.
- Creative thinking and problem solving skills, paired with common sense, good judgment, and maturity.
- Superior communication skills with the ability to multi-task
- Strong aptitude for troubleshooting and analytical thinking.
- Excellent organizational skills.
- Detail-oriented, proactive, and career-minded.
- Personable and professional
- A good listener, a team player and the ability to work independently, quickly and with limited direction
- Proficient knowledge of MS Office applications (Excel, Powerpoint, Word).
- Working knowledge of Adobe CS Programs (Illustrator, Photoshop and InDesign) a plus.

Please send resume and include salary history or requirements to mktgcareers@eyeking.com.