



Marketing Specialist

Mazak Optonics, a world leader in industrial laser-cutting technology, is seeking a marketing specialist interested in starting his or her career.

A successful candidate will execute marketing tactics in advertising, digital marketing, content marketing, and events. The marketing specialist will report to the marketing manager. This position is based in Elgin, Illinois, but does require limited travel within North America approximately 1 week to 4 weeks per year.

Duties and Responsibilities

- Creates/maintains online website content
- Manages social media marketing and PPC marketing
- Assists with online analytics
- Prepares graphics for web use, photographs, and PDFs
- Coordinates ordering of trade show services and other event planning
- Videotapes/edits basic videos for sales and online use
- Manages e-mail campaigns
- Evaluates and implements new media tools where appropriate, such as digital video, flash animation, podcasting, and blogs

Desired Skills

- Desktop publishing (In-Design experience a plus)
- Basic web design experience
- Photoshop
- Very basic video editing
- Microsoft Word, Excel, and PowerPoint

Education/Experience

- A Bachelor's degree with a focus on Marketing, Communications, Business, Literature or other related major
- Experience in a role utilizing the above skills

Mazak offers a highly competitive benefits' package including 401K, health, dental, vision, and life insurance and paid time off.

In order to be considered for this position candidates must submit a cover letter and resume electronically to hire@mazaklaser.com.

For more information about Mazak Optonics, check out our website: www.mazakoptonics.com.