

Submit resume and cover letter to:  
FAX: 954-963-2033  
EMAIL: ed@gotropical.com



JOB TITLE/DESCRIPTION: **Marketing Assistant**  
**Hallandale Beach, FL Corporate Office**

---

This position is primarily responsible for assisting with project planning and actions for the sales and marketing of Tropical Roofing's Products Fluid Applied Roof Restoration Systems by performing the following duties.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Assists in executing approved corporate marketing strategies and objectives.

Provide general administrative support to all staff members in the Marketing Department and liaison with other departments to fulfill their marketing needs.

***Administrative Support for Marketing Department***

- Manage and plan internal and external meetings including arranging date/time of meetings, reserving conference rooms and ensuring appropriate promotional and marketing materials are made available to attendees.
- Process check requests for marketing supplies and events.
- Liaison with vendors to order branded collaterals.
- Organization and inventory of marketing collateral.
- Respond to inquiries and requests from other offices for firm materials and other collateral items.
- Print or order additional supplies as necessary.
- Prepare or arrange for preparation of marketing packages for client meetings, events, seminars, and other purposes as necessary.
- Manage inventory of logoed items.
- Arrange for fulfillment of new and replacement logoed items.
- Maintain Marketing Department and editorial calendars in Outlook.
- Schedule meetings as required for Marketing Department personnel.

***Email Communication and List Management***

- Assist with the creation of email announcements, invitations and graphics.
- Working with other members of the marketing team to assist with coordinating the schedule of email marketing communications.
- Maintain data updates and list maintenance.

***Website Maintenance***

- Assist Digital Media Manager as needed.

- Assist with updating and maintaining bios, events and any other support requested related to website maintenance or monitoring.

### ***CRM Database & List Management***

- Assist in creation and mailing or emailing client alerts, advisories, flyers or other communications from the firm.
- Data quality duties related to firm's CRM system.

All other duties as may be required in support of Marketing Department functions, events or operations.

Participates in new market research and design. Conducts customer surveys (online/direct mail) to obtain marketing information about products, services, performance and attitudes.

### **Required Skills**

- Ability to communicate both verbally and in writing. Social Media skills required.
- Ability to work efficiently and within an organized manner. Collaborates well.
- Ability to maintain a strong sense of focus and confidence under tight deadlines and varying workloads.
- Excellent ability to multi-task, responding to constantly changing needs and schedules.
- Strong editing and proofreading abilities.
- Excellent time management skills.
- Excellent organizational, communication and leadership abilities.
- Strong Proficiency in MS office, including Word, Excel, PowerPoint and Outlook and Adobe Creative Suite application-InDesign, Photoshop and Illustrator preferred.
- Graphic Design skills beneficial (Adobe Illustrator, Photoshop, In Designs, etc.
- This job has no supervisory responsibilities.

### **Required Experience**

Equivalent of bachelor's degree in marketing, communications, or technical related field.

3 plus years marketing experience in the roofing, manufacturing, architecture, or construction industry preferred.

- Administrative: 2 years (Required)
- Adobe Creative Suite: 1 year (Preferred)
- Microsoft Office: 1 year (Preferred)

### **Language**

- Fluent English and or Bi-lingual (English/Spanish) (Preferred)

***Tropical Roofing Products is an equal-opportunity employer. All qualified applicants will receive consideration for employment regardless of race, religion, color, national origin, sex, age, sexual orientation, status as a protected veteran or status as a qualified individual with a disability, or any other characteristic protected by applicable Federal, State or Local Law.***