



OPTK Networks is looking for a Marketing and Design Specialist who is passionate about giving the best brand experience possible. This position is key in enabling OPTK Networks to maintain sales growth goals and objectives. The ideal candidate must have a desire to develop professional and innovative design concepts, create and maintain a social and website content calendar, as well as plan and coordinate event and conference marketing strategies. This position is vital to the overall sales team success by building a brand that will inspire customers to work with OPTK.

Primary Responsibilities

- Design marketing materials that match the creative standards of the company.
- Develop the content design and concepts for strategic marketing campaigns.
- Develop the creative assets to deploy across social media, email and direct sales channels (i.e., presentations and digital or print handouts)
- Collaborate with manager on graphic design, branding ideas, content copy and overall vision.
- Leverage our marketing tech stack (WordPress, Salesforce) to quickly iterate and deploy new content across our digital marketing channels
- Understand the voice of the customer to deliver concise and captivating content across trade show collateral and customer newsletters alike
- Manage the social campaigns to ensure ideal brand exposure and awareness.
- Plan and coordinate sponsorships, event opportunities and conferences with the sales team.
- Analyze and strategize best marketing practices based on industry standards and user data.
- Work with manager and sales team to formulate marketing strategies to increase lead opportunities in specific geo-graphic areas.
- Coordinate third-party vendors to procure marketing materials. (ie. Print, Products, Material.)
- Clearly demonstrate a can-do attitude toward supporting new initiatives designed to meet customer needs.
- Participates in special projects and performs additional duties as required.
- Proficient in proofreading and editing content before publishing

Qualifications

- 1-3 years of experience in graphic design and marketing initiatives.
- Proven to have a high level of graphic design experience and familiar with editing platforms.
- Experience with Adobe Creative Suite including Photoshop and InDesign
- Experience creating marketing emails (content creation, layout, list management) and social media content (graphics and copy)
- Familiarity with Wordpress and Salesforce
- Experience building and editing website landing pages is a plus
- Familiarity with SEO optimization, including keyword research and tracking is a plus
- Ability to share portfolio of content and designs upon request
- High-level written and verbal communications skills.
- Experience maintaining marketing content calendar.



Company Benefits

- Company 401(k) match up to 6%
- Paid Holidays and Vacation Days
- Health, Vision, and Dental Insurance