



Position: Marketing Specialist
FLSA Status: Exempt
Reports To: Chief Administrative Officer
Direct Reports: None

Revision Date: April 8, 2025

Job Overview

The Marketing Specialist at AME will lead our strategic marketing initiatives to fortify our maritime & industrial service offerings but also aggressively expand our presence and product sales in assigned territories. This hands-on role, under the direction of the CAO, is perfect for a detail-oriented, creative, and driven professional ready to manage and execute ongoing comprehensive marketing campaigns, and new campaigns from the ground up.

Job Related Competencies

Social Media Expertise	Aptitude in Graphics	Detail Orientation
Excellent Organization Skills	Adaptability and Flexibility	Excellent Interpersonal Skills
Excellence Problem Solving Skills	Excellent Written & Verbal Communication Skills	Creative and Innovative Mindset

Essential Job Functions

- **Strategic Marketing Execution:** Develop and implement marketing strategies to increase AME’s market share and visibility across targeted industrial sectors, while continuing to support and grow our maritime services.
- **Content Development:** Produce engaging and technical content for blogs, AME’s quarterly newsletters, social media, and press releases to support SEO and lead generation efforts.
- **Graphic Design:** Create visually appealing designs for company branded items, and promotional items, and other marketing needs. Following AME brand standards at all times.
- **Social Media Management:** Create and implement a social media calendar (minimum 3 posts a week), publish posts, and engage with our audience across platforms to enhance brand visibility and interaction.
- **Website Management:** Day-to-day management of the AME website, working independently and submitting tickets to advantage to ensure functionality and content are up-to-date and optimized for user engagement. This would include webpage content updates (both image and wording), uploading monthly blog posts, creating the Rotator (AME’s quarterly newsletter) and uploading posts for it,
- **Promotional Items:** Maintain inventory/organization of marketing closet, price shop/research promo items (new & reorders)
- **Hubspot/CRM :** Manage/ update/maintain/import contacts (from events and as provided by colleagues) into Hubspot. Optimize Hubspot to support reliability sales engineer, and lead generation needs.

- **Events Coordination:** Organize and participate in trade and boat shows to promote AME, enhance brand engagement and establish professional relationships.
- **Advertising:** Manage AME's print and digital advertising campaigns, optimizing strategies to maximize reach and impact.
- **Email Marketing:** Develop and execute email campaigns, newsletters, and prospecting campaigns to nurture leads and maintain engagement with both new and existing customers.
- **Additional sales support:** Develop sales materials and other support tools as needed to assist the sales/product team.
- **Lead Generation:** Develop and deploy targeted lead generation campaigns to drive new business/product opportunities.
- **Ideate, Maintain and Update Annual Marketing Plan:** Submit monthly budget reports to correspond with the marketing plan, to remain within annual budget.
- **Analyze and research marketing and sales information:** how this information is accumulated and recorded. Also continues to assess how these processes can be improved.
- **Analyze customer needs** and determine how customer experience, from a marketing perspective, can be adjusted or altered to improve service and better meet their needs. Make recommendations to leadership.
- Maintain/Update Event Board at CS4 every quarter
- Update maintain company ad and graphics archives
- Write and distribute press releases as directed and follow up with media.
- Maintain and update media list
- Administrative Support: Provide essential support for broader operational needs of the company, including handling administrative duties as needed.

Nonessential Job Functions

- Assist in the front office when needed
- Perform other duties as assigned

Minimum Qualifications

- Professional experience: 5-7 years of marketing experience, preferably within a B2B context, with maritime and engineering industry exposure.
- Educational background: Bachelor's degree in Marketing, Business Administration, or a related field.

Desirable Qualifications

- Experience in the maritime or related industrial markets.
- Technical understanding of engineering products, particularly, in alignment and vibration analysis.

Knowledge, Skills and Abilities

- Demonstrate ability to prioritize and effectively handle multiple projects simultaneously.
- Demonstrate ability to create, update and maintain web pages.
- Write and speak clearly and concisely to convey ideas to intended audiences.
- Understand marketing, public relations and mass communications techniques and ethics.
- Demonstrate strong judgment and sense of urgency.

- Demonstrate strong organizational skills.
- Demonstrate ability to design and distribute power point presentations, brochures and other printed/digital materials.
- Must be a self-motivated problem solver.
- Able to work accurately in a fast-paced, hectic, ever-changing environment, with strong attention to detail.
- Use standard office practices, procedures and equipment.
- Must maintain a professional and courteous attitude towards co-workers, supervisors, and the general public at all times.
- Team player with positive work behavior ready and able to work in a fast-paced environment.

Computer Skills

- Computer proficiency in Microsoft Windows, QuickBooks and Microsoft Applications.
- Graphic design software like Canva, Adobe Illustrator, InDesign, Premiere Pro.
- Proficiency with HubSpot CRM platform

Licenses/Certificates

- Legally eligible to work in United States.
- Requires a valid Florida driver’s license and a clean driving record

Travel

- Must be willing to travel for conferences and tradeshow 5% - 10% of the year.

Location

- This position is in-person and based at AME’s headquarters in Fort Lauderdale, FL.

This position description has excluded the marginal functions of the position that are incidental to the performance of essential job duties. All duties and responsibilities are essential job functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the employee will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, and abilities.

Certification:

EMPLOYEE:

I certify that I have read and understand the responsibilities assigned to the position.

Print Name Title

Signature _____ Date _____

AME Representative:

I certify that this job description is an accurate description of the responsibilities assigned to the position.

Print Name _____ Title _____

Signature _____ Date _____