



Job Description

JOB TITLE: Marketing Assistant

About our Company:

Jive Live is a full service Event Management and Marketing Company that specializes in creating and producing large scaled events for corporate and non-corporate clients: Festivals, Parades, Sports Endurance, etc. The position is full time through the end of the 2013 year with the possibility of permanent employment beyond 2013. Interested candidates are directed to send their resumes to: info@jive-live.com. Please, no phone calls or faxes.

Job Description: Marketing Assistant

Jive Live is looking for a highly motivated Marketing Assistant with a positive attitude to assist with Upper Management Team. Marketing Assistant is responsible for assisting and executing our existing marketing plans, marketing calendars, assists with managing strategic partnerships, promotions, advertising, direct mail, street teams, events as well as measuring programs across our sports segment. The Marketing Assistant will work closely with the CEO, COO, and V.P. of Sales on a day to day basis.

Summary of key responsibilities:

- Assist in creating and executing annual marketing strategy
- Work creatively to brainstorm new ideas in the sports market to move our brand forward while maintaining its look and feel and overall message & identity
- Assist in defining and developing promotions (online, social networks, tradeshow, partners, market specific).
- Partner with creative and web team to develop effective marketing campaigns (messaging, banners, etc) to be leveraged across all channels
- Assist in marketing the products via advertising, promotions, packaging, merchandising, interactive and direct marketing, and consumer events.
- Assist in defining direct mail campaigns--Responsible for development and delivery of a direct communications strategy which achieves customer acquisition and retention objectives
- Assist in creating and managing asset calendar to meet all Marketing and PR milestones. Drive the development of key assets (videos, photos, online content, etc.)
- Manage the daily execution of marketing campaign materials, including sales, tradeshow, press, events and more.
- Assist in managing the daily deliverables and marketing support based on partnerships and sponsorships
- Manage Volunteer Program

Minimum Requirements:

- 1-2 years of marketing experience in either agency or client company
- Strong project management skills and writing/editing skills
- Proficiency with Excel, Word, PowerPoint, Outlook
- BA in Marketing, Advertising or related field preferred
- Running and/or Sports enthusiast
- Highly motivated, takes initiative, and able to work independently on multiple projects and tasks in a fast-paced environment
- Strong interpersonal skills with ability to effectively operate with high energy, flexibility, and enthusiasm
- Marketing Assistant must be a results-oriented professional that can lead others, develop, and utilize efficient processes, capabilities and tools to optimize lead generation.
- Bi-lingual (Spanish) preferred but not required