



A Passion For Excellence

Marketing Specialist Hebron, Ohio

MPW Industrial Services, Inc. is the leading provider of integrated technology-based industrial cleaning, facilities management, container management, and water purification services in North America. Headquartered in Hebron, Ohio, MPW has been providing rapid response to meet the diverse needs of industrial clients for over 30 years. Our highly trained crews may be deployed with mobile assets or may service our clients' needs from our fixed-based network of over 40 operational facilities.

Job Description

MPW is seeking a candidate for the position of **Marketing Specialist**. The primary responsibility of this role is to learn and understand the operational functionality of MPWs' service organization through internship and hands on application at a service location. Also, use basic marketing principles in market research and aid in the development of corporate marketing strategies, campaigns and programs for a selected business unit.

Responsibilities:

- Act as a liaison between Operations and Sales for all marketing activities required to support several MPW business units
- Market research to develop new products and services
- Market segmentation to identify best fit for both new and existing products/services
- Development of case histories/success stories
- Prepare customer-specific/job-specific marketing communications
- Develop and maintain customer reference lists by industry and service line
- Lead preparation of brochures, presentations and proposals
- Contribute to revising company website and subsequent web-marketing campaigns
- Other projects as assigned

Qualifications:

- Bachelors Degree in Marketing or related field
- Minimum 2-5 years of related experience
- Excellent written and oral communication skills are essential
- Position reports to Director of Marketing and will interface with all groups within the company.
- Proficient computer skills required, including PowerPoint, Excel and Word.
- Working knowledge of Adobe Creative Suite with emphasis on InDesign and Photoshop.
- HTML knowledge a plus
- Oversee SEO & PPC campaigns.
- Ability to multi-task and manage time effectively
- Excellent planning and organizational skills
- Provide writing support for the company to internal and external audiences including -newsletters, brochures, advertising, websites and training materials.
- Top-notch proofing and editing skills

Please send resume and salary requirements to vtreadway@mpwservices.com

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