

Marketing Assistant Position Posting

Position Type: Full Time

Requested Skill Set, Major, and/or Concentration: Marketing, Communications, Advertising, Graphic Design, Journalism, or related major or concentration

Compensation: competitive hourly wage to be discussed upon position acceptance

Primary Work Location for This Position: Paso Robles, CA

Please Send Responses and Resumes to: Adina Champman, HR Supervisor,
adinac@deltaliquidenergy.com

Qualifications:

- Knowledge of Adobe Indesign, Illustrator, Photoshop programs
- Excellent communication skills in writing, over the phone, and in person
- Basic knowledge of Microsoft Office suite including Microsoft Word, Excel, and Powerpoint
- Great attitude with the willingness to learn and work in a group setting
- Strong organizational skills

Job description:

We are looking for a dynamic and enthusiastic professional with knowledge in the fields of marketing, communications, public relations, graphic design, journalism, and/or other related fields, who is ready to invest their skills in a well-rounded, full time marketing assistant position. This position is ideal for a candidate looking to concentrate on a single brand and commit to representing that brand to its fullest.

Much of this position will require communication internally with other members of the staff both on and off site. Proper phone etiquette and the ability to build rapport with team members is important. Compilation of internal, informative, monthly newsletters is a specific job function of this position and will require excellent interpersonal skills and the ability to gather fun, interesting information from the team. Information received must then be translated in print for other team members to read, therefore, compelling writing skills are strongly advised.

Other job functions will center around using your creativity and writing skills to convey the company's core values to potential and current customers while also analyzing market data to find new pathways for growth. Our family culture, excellent customer service, and safety in all aspects of our work are priorities for Delta Liquid Energy and we strive to show this in our advertising and communication efforts. Candidates must be willing to learn about propane as a clean energy source and properly convey its benefits in all communications.

Job responsibilities may include but are not limited to:

- Keeping website content current; working in tandem with in-house web developer when adjustments are necessary.
- Assisting in the creation of content for internal and external communication pieces.

- Conducting proper research to develop informed communication pieces, blogs, and newsletters.
- Graphic design of marketing collateral.
- Customer address/contact list compilation.
- Social media management – creating content and managing day-to-day social media activities.
- Assisting in the planning and implementation of corporate events.
- Analyzing current market trends and finding new opportunities for sales growth.
- Working with sales team to assist with their customer communication efforts.
- Management of annual incentive programs offered to customers.

About Delta Liquid Energy:

DLE is a family-owned and operated propane service provider, established in 1936, and has been a staple in the propane industry ever since. With nine retail locations throughout California and Nevada, and wholesale distribution throughout the western states we are one of the largest independently owned propane companies in the nation. We pride ourselves on a positive work environment, upholding the safety and training standards our industry requires, and the excellent customer service put forth by all individuals within our organization.