



## Star Cutter Company Job Description



**Job Title:** Marketing Specialist

**Location:** Star SU  
Farmington Hills, MI

**Reports to:** Director of Marketing

### Role

The Marketing Specialist will support the Director of Marketing in the development and maintenance of sales and marketing tools to communicate the Star SU brand and product offerings throughout the organization, as well as to our existing customer base and targeted customers. This individual will work cross-functionally with all areas including: sales, product management, engineering, manufacturing, human resources and accounting.

### Responsibilities

- Assist in writing and editing sales and marketing materials, which include articles, presentations, white papers, and collateral.
- Develop content for new product literature.
- Manage trade shows.
- Maintenance of interactive Microsoft Surface-based sales tool content.
- Assist in promotional strategies and product development.
- Maintaining project tracking spread sheets.
- Photo/Video documentation and artwork creation via Adobe Photoshop.
- Prepare press releases, company newsletter and event announcements.
- Update company news and product content on the corporate website.
- Coordinate Social Media activity (Facebook, Twitter, YouTube, Instagram, and LinkedIn).
- Manage/maintain Customer Relationship Management (CRM) profiles.
- Coordinate lead generation through database mining.
- Provide assistance in creating and enhancing the campaign list for targeted product e-news blasts.
- Validate and fulfill request for information and marketing, tracking mails and requests.
- Provide assistance in terms of logistics to events like seminars and trade shows.
- Develop template for case studies and applications.
- 15% travel

### Knowledge and Skills

- Microsoft Office (PowerPoint, Word, Excel, etc.).
- Proficient in the Adobe Creative Suite package (Adobe In Design, Photoshop, Illustrator, etc.).

## **Education Requirements**

- Bachelors Degreed preferred.
- High School Diploma or GED required.

## **Experience Requirements**

- 5+ years of marketing-related experience in a manufacturing company preferred.

## **Wage and Benefits**

- We offer an extremely competitive salary.
- A comprehensive benefit package to include: Health Care, Dental Care, PTO, 401k, Profit Sharing, Tuition Reimbursement, Disability Insurance, Life Insurance, Flexible Spending Account, Vision, Wellness Program, Health Advocate and EAP Services

Please submit resume to:

[recruiting@starcutter.com](mailto:recruiting@starcutter.com)