



2048 Mercer Road Lexington, Kentucky 40511-1071 USA • 859-233-4599 • www.audioauthority.com

Re: Marketing Specialist

Date: August 15, 2024

At Audio Authority, we use our expertise in electronic design and manufacturing to create innovative products that solve problems and improve the lives of our customers, associates, and business partners. The size and culture of our company makes it a great place to grow professionally in a healthy environment that values the dignity of work. We are conducting a search for a talented, self-motivated person to join our team as Marketing Specialist, reporting to the company President.

Desirable Qualities and Skills

Applicants should be proficient in the latest online marketing techniques and software as well as traditional advertising methods. Applicants should be trained and skilled in graphic design and promotional writing for the web; have the curiosity to understand how our products function and the markets we serve; be able to synthesize technical concepts and explain them in clear, simple language. The ability to approach a project from the point of view of an uninitiated reader is a must. Applicants must be able to self-manage and self-motivate, communicating and cooperating with other departments.

Tasks

- Research and plan marketing strategy and advertising campaigns
- Analyze results and modify strategies
- Write and design blog and social media posts, collaborate with graphic designer for visuals
- SEO maintenance on several Audio Authority websites
- Write promotional literature
- Create promotional videos, collaborate with graphic designer for visuals
- Coordinate the proofreading, approval and release process

Qualifications Required

- College Degree in Marketing or Communication, or equivalent experience
- Experience in advertising and social media marketing
- Google Analytics (GA4), social media software such as Loomly
- Strong writing skills adapted for technical material
- Design skills including balance, visual organization
- Competence with web design software such as Wordpress

Qualifications Desired

- Digital photography and videography
- Familiarity with Figma, Adobe Photoshop, and InDesign
- Audio and video editing software such as Adobe Premier, iMovie or similar
- Acting or voice work

To apply, please contact: Personnel Manager
aacemployment@audioauthority.com
859-233-4599