

Marketing Director

About the Role

We are seeking an organized and proactive Marketing Manager to handle day-to-day business marketing tasks, product documentation, and internal coordination. This role supports multiple areas of the business, including warehouse, product information, marketing, and office operations, helping ensure everything runs smoothly and efficiently.

This is a hands-on role with a wide variety of responsibilities and a high level of ownership. The ideal candidate is comfortable working independently and managing processes across departments.

Key Responsibilities

Product Labeling & Technical Documentation

- Create and maintain product labels using Adobe Illustrator and InDesign, including private label programs
- Manage updates and organization of Technical Data Sheets (TDS) and product documentation
- Ensure consistency across labels, TDS, website content, and internal records
- Coordinate with warehouse to ensure needed product labels are available

Vendor, Print & Production Management

- Coordinate with vendors for printed materials such as labels, sales sheets, and marketing collateral
- Manage ordering of branded items and giveaways (apparel, promotional products, etc.)
- Oversee proofing, production, and inventory of printed materials

Website & Systems Management

- Maintain and update website content through CMS
- Support organization of digital files, shared drives, and internal tools
- Help maintain accuracy of product and company information online
- Maintain organized systems, files, and internal processes

Marketing Materials

- Coordinate print advertising, email campaigns, and social media scheduling
- Create and format sales materials, flyers, and presentations using Adobe Creative Suite
- Coordinate with external partners or vendors as needed
- Manage inventory and ordering process

Trade Shows & Events

- Plan and execute trade shows and events
- Coordinate booth materials, travel, shipping, and logistics
- Ensure all materials are prepared, packed, delivered, and returned accurately

Qualifications

- 2–4+ years of experience in operations, office management, or a similar role
- Strong organizational and multitasking skills
- Ability to manage multiple responsibilities independently
- Proficiency in Adobe InDesign, Illustrator, and Photoshop (required)
- Familiarity with CMS platforms, spreadsheets, and general business tools

What We're Looking For

- Self-starter who is comfortable working independently and can operate with minimal direction.
- Highly organized and detail-oriented
- Strong problem-solving and decision-making skills
- Able to manage a wide range of responsibilities across departments
- Adaptable and able to learn new processes quickly

Why Join Us

- Small team with a collaborative, hands-on environment
- Variety in day-to-day responsibilities
- Opportunity to take ownership of systems and processes