



BARN LIGHT

ELECTRIC COMPANY®

Job Title: Marketing and PR Specialist
Department: Marketing
Reports to: Director of Marketing and Events

Supervisory Responsibility: No
FLSA Status: Exempt
Physical Demands: Level I

Job Summary: Responsible for building and sustaining a positive public image of Barn Light Electric and its brand. Conducts marketing research to ensure industry competitive products and marketing campaigns. Responsible for managing all social media platforms facilitating conversation and fostering relationships with influential bloggers for potential partnerships.

Essential Duties and Responsibilities:

- Collaborate with the Marketing team to create a vision and direction for current and upcoming product campaigns
- Marketing research relating to upcoming product launches (price points, designs, etc.) and new industry trends
- Act as social media lead, managing all major networking sites including Facebook, Pinterest, Houzz, LinkedIn and Instagram, and lead communication between customers and our company on all platforms
- Research and recommend potential collaborations with influential bloggers and advertisers to grow company's online presence
- Provide and recommend creative social media initiatives, ideas or promotions to increase brand awareness and revenue
- Develop and help maintain content for our company including website, blog, landing pages, email campaigns, etc.
- Assist in development of informational/promotional videos
- Adhere to all company policies, procedures and Standard Code of Conduct
- Maintain regular and prompt attendance
- Perform other duties as assigned

Required Skills

- Familiarity with social media platforms (Twitter, Facebook etc.)
- Excellent oral and written communication skills
- Knowledge of basic marketing tactics and campaigns/advertisements

Preferred Skills

- Adobe CS5 Suite - especially Photoshop, InDesign, Illustrator

Educational/Certification/License Requirements

- Bachelor's Degree

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Barn Light Electric is an equal employment opportunity employer.