

JOIN OUR TEAM



MobileDemand is a technology leader in rugged tablets, mobile computing solutions, and integrated productivity tools committed to bringing increased functionality and capabilities to the mobile workforce. As a fast-growing, quickly expanding company, we are looking for exceptional team members to help drive the future of mobile productivity.

JOB TITLE	Senior Marketing Specialist
PURPOSE	MobileDemand is on the lookout for a Senior Marketing Specialist to join our dynamic team. This role requires a candidate who can blend creative ideation with content development, managing a broad spectrum of responsibilities including tradeshow event coordination, website content, email campaigns, newsletters, and more. This role offers an exciting opportunity to contribute to the growth and visibility of our company through innovative marketing initiatives and national tradeshow events.
RESPONSIBILITIES	<p>General</p> <ul style="list-style-type: none">• Assist and implement an overarching marketing strategy across all MobileDemand platforms, including social media, ensuring content is engaging and on-brand.• Create engaging copy and content to support the company's branding and marketing initiatives.• Actively manage all social media platforms, creating and scheduling assets for each.• Analyze data for reports and case studies, working closely with the team to enhance workflow efficiency.• Collaborate with cross-functional teams to ensure alignment of marketing efforts with sales, product development, and other departments.• Stay informed about industry trends, competitor activities, and best practices to identify new opportunities and optimize marketing strategies.• Assist in the development and execution of integrated marketing campaigns across various channels (email, social media, website, blogs, etc.)• Work closely with the marketing team to understand project requirements and ensure deliverables meet objectives. <p>Trade Show Events:</p> <ul style="list-style-type: none">• Plan, coordinate, and execute tradeshow events from conception to completion, including booth design, logistics, staffing, travel and post-event follow-up.• Assist and implement marketing strategy and promotion for all tradeshow events including assets and collateral, promotional materials, email, and social media strategy.• Oversee social media strategy for all events.• Manage pre- and post-show communication to prospects, clients, and partners to maximize attendance and engagement. Oversee surveys, newsletter, and event recap reports for client and internal event feedback and learnings• Analyze performance metrics and ROI of tradeshows and marketing campaigns, providing actionable insights and recommendations for continuous improvement.• Build and maintain relationships with vendors, sponsors, and industry partners to leverage resources and enhance the success of tradeshows and marketing initiatives.
REQUIRED SKILLS & EXPERIENCE	<ul style="list-style-type: none">• Bachelor's degree in marketing, Business Administration, or related field.• Proven experience (2+ years) in marketing roles, with a focus on tradeshow management and event planning.• Strong, organized project management skills with the ability to prioritize tasks, meet deadlines, and manage multiple projects simultaneously.• Excellent communication skills, both written and verbal, with the ability to effectively convey ideas and information to diverse audiences.• Proficiency in marketing software (e.g., HubSpot, Google Analytics, ZoomInfo) are a bonus.
COMPENSATION	<ul style="list-style-type: none">• Salary plus incentive compensation in line with experience / qualifications• Paid vacation and holidays• Company 401k program• Company health, dental and vision plan• Company life insurance and short/long term disability