



Marketing Generalist II

What You'll Do:

As the Marketing Generalist II, you will be assisting with defining target customer segments and associated messaging, analyze markets to identify opportunities, and inform marketing strategies while managing the product/brand.

You will be producing and assisting with the distribution of advertising and promotional materials while developing materials that promote and sell the company's products and services to individuals and/or other organizations such as marketing proposals, presentations, and communication materials.

You will conduct routine research and gather and analyze marketplace trends and customer data, monitor competitor activity and industry trends, and compile and maintain data on status and effectiveness of marketing campaigns and tactics.

Other duties include website content development, exhibiting at trade fairs and conventions and /or preparation of reports to assist with decision making, and coordinating with and utilizing external vendors as needed to effectively execute our strategy. The ideal candidate will have basic knowledge of marketing principles, demonstrated ability to generate written materials in a timely fashion and have solid written and oral communication skills and the ability to communicate effectively with a wide range of people.

Qualifications:

- Bachelor's degree in Marketing or related field or equivalent combination of education and experience.
- 3 or more years of previous related experience required; PBM marketing experience preferred.
- Experience with email marketing, CRM, marketing automation, web site content management, and other digital marketing activities preferred.

Why Serve You Rx?

In addition to the great workplace culture, Serve You Rx offers generous benefits to include: medical, dental, vision, 401k, HSA, identity theft, and pet insurance, 18 days of paid time off in your first year, a newly remodeled and clean facility, easy on/off freeway access, plenty of free surface parking directly outside our facility doors, scenic walking trails, a wide variety of restaurants and shopping nearby, and food trucks in the park when weather permits.

Qualified applicants are encouraged to apply! Send your cover letter, resume and salary requirements to hr@serveyourx.com