



## Marketing Generalist II

### What You'll Do:

As the Marketing Generalist II, you will be:

- Assisting with defining targeted customer segments and associated messaging.
- Analyzing markets to identify opportunities and inform marketing strategies. Managing the product/brand.
- Producing and assisting with the distribution of advertising and promotional materials. Developing materials that promote and sell the company's products and services to individuals and/or other organizations, and support business growth by disseminating information that promotes a favorable view of the organization and its products and services.
- Gathering and analyzing marketplace trends and customer data.
- Assisting with the development and editing of marketing proposals, presentations, and communication materials.
- Compiling and maintaining data on status and effectiveness of marketing campaigns and tactics; conducting routine research on marketplace and customer trends.
- Monitoring competitor activity and industry trends.
- Other duties include research, analysis, direct mail, website content development, organization of product/service expositions, exhibiting at trade fairs and conventions and/or preparation of reports to assist with decision making.
- Coordinating and utilizing external vendors, as needed, to effectively execute our strategy.
- Maintaining content on website using content management system.
- May provide technical direction to support staff. Use existing procedures to solve routine and non-routine problems. Has limited discretion to vary from established procedures by performing structured work assignments. Receives instruction, guidance and direction from others.
- Complete other duties as assigned.

### 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](mailto:HR@ServeYouRx.com)

The purpose of this document is to provide a general summary of essential responsibilities for the position and is not meant as an exhaustive list.