

Marketing Consultant and Sales Professional

Role and Scope of Duties

About the Company: Unified Resources, Inc. (URI) is a west Houston marketing consulting company that has been serving the needs of a national client base for more than 35 years. As marketing consultants, URI specializes in addressing the diverse challenges of distributive marketing models (B2B and B2B2C). URI's dynamic work environment is marketing minded, team oriented and technology driven. URI provides long-term career growth opportunities as well as on-the-job training as we develop and manage marketing solutions across multiple disciplines. URI is seeking candidates who are: motivated, self-starting and critical thinkers.

Job Summary: URI is seeking an experienced Marketing Consultant and Sales Professional. The ideal candidate for this position will have at least five years of experience in the distributive marketing space. Applicants should have a clear understanding of channel marketing, marketing business processes, communication techniques, brand management and technology environment requirements. Responsibilities will client management as well as new business development activities. This is a full-time, base plus commission position that reports directly to the President.

Responsibilities Include:

- Marcom project management and completion of deliverables
- Coordinate with external agencies and vendors
- All aspects of client management.
 - Timely and thorough communication
 - Project management
 - Conflict resolution
- All aspects of business development.
 - Prospect development
 - Cold calling
 - Presentations/Quoting
 - Closing
- Thoroughly and efficiently gather customer information, assess and fulfill customer needs and educate the customer where applicable
- Troubleshoot customer issues and determine steps needed to resolve issues
- Manage support personnel
- Work in a team oriented environment
- Ability to interact with top level marketing counterparts with our customers and partners.

Marketing Consultant and Sales Professional

Role and Scope of Duties

Potential Projects:

- Communicate with clients
- Act as liaison between clients and their customers
- Devise and implement marketing strategies and campaigns, both domestic and international
- Ensure marketing content and designs are executed in compliance with branding guidelines.
- Ensure a high level of consistency and quality of message.
- Write and edit marketing communication pieces, including but not limited to: case studies, newsletter articles, product collateral, blog articles, emails, and more.
- Create and support other marketing communications projects.

Qualifications:

- Have a strong understanding of ROI and analysis, as well as primary and secondary research skills.
- Must have outstanding communication/listening skills
- Ability to follow verbal and written instructions with minimal supervision
- Communicate clearly and professionally, both verbally and in writing
- Excellent writing and editing skills.
- Demonstrate experience managing vendors to produce collateral and other marketing projects.
- Solid understanding of marketing communications processes, including working with agencies, printing processes, and overall project management
- Strong understanding of the role of technology in the marketing process
- Must be MS Office literate (Word, Excel, Outlook)
- Highly developed sense of integrity and commitment to customer satisfaction
- Has a pleasant, patient and friendly attitude
- Strong decision making and analytical abilities
- Must be able to prioritize work and operate accurately in a fast paced environment
- Strong work ethic

Education:

- BBA in Marketing.
- 5+ years of experience
- Experience in business-to-business and understanding of verticals, channels, and distribution.
- Experience marketing a brand desirable.