



## Job Description

**Job Title:** Marketing Communications Assistant

**Base Location:** Sto Americas Headquarters, Atlanta, GA 30331

**Reports To:** Marketing Leader

### **Purpose:**

At Sto Corp., is an international technology leader in the design and production of innovative building materials. We offer a broad range of advance cladding, air and moisture barriers, and coating systems that deliver energy efficiency and superior aesthetics in building construction, maintenance, and restoration. Committed to developing next generation building solutions, our success is largely driven by the strength of our Marketing division. To build on the momentum, we are searching for an enthusiastic and eager-to-learn Marketing **Communications Assistant** who can contribute to existing programs while supporting the development of new initiatives aligned with company goals. The ideal candidate will assist in various marketing functions, including communications, digital marketing, event management, and project support as assigned by the Marketing Leader. The Marketing Communications Assistant must be an organized multitasker, able to handle many diverse projects simultaneously and meet tight deadlines.

The ideal candidate must be based in metro Atlanta, Georgia, and is eligible to work a hybrid work schedule, which includes in-office and remote.

### **Essential Job Responsibilities (includes, but not limited to):**

- To support and deliver communications both internally with Sto Corp. and externally to our customers.
- Assist with marketing materials to meet the needs of our audience, including supporting the development and editing of case studies, new continuing education courses, collateral, and articles under guidance.
- Support the coordination of marketing communications launches, by collaborating with cross-functional teams and managing timelines.
- Assist in the organization and maintenance of digital assets ensuring proper storage and retrieval of multimedia content, including maintaining our internal communication site.
- Organize and manage webinars, events, conferences, and tradeshow by identifying requirements, establishing contacts, developing schedules and assignments, and coordinating lead generation efforts.
- Assist in coordinating promotional store activities ensuring effective merchandise to enhance brand visibility.
- Maintain inventory of sales support materials, ensuring all are current and accurate, and coordinate the creation of new materials when necessary.
- Assist in preparing marketing reports by collecting and summarizing data.



- Support video production for YouTube channel, including assisting with content (script), capturing and editing.

*This is not a comprehensive listing of all duties or responsibilities that are required for this job.*

**Experience/Skills/Knowledge/Requirements:**

- Bachelor's degree in marketing or related field is preferred but not required. Will consider previous experience that shows the use of skills necessary to execute this position successfully in lieu of educational degree.
- Minimum of 5+ years successful marketing experience or proven experience shows the use of skills necessary to execute this position successfully.
- Receives supervision and direction from manager, but also able to work independently and effectively to meet individual goals and deadlines.
- A willingness to learn and the ability to thrive in team-oriented environments.
- Strong knowledge and proficiency in data software: Microsoft 365 Office Suites (required), CRM (preferably Salesforce.com)
- An affinity of current digital technologies is a plus.
- A basic understanding of design and branding is a plus but not required.
- Ability to define problems, gather data, establish facts, and draw valid conclusions.
- Excellent oral and written communication skills and strategic listening skills are necessary to effectively exercise tact, discretion, judgement, and diplomacy when interacting and/or negotiating with all levels of internal and external customers.
- Strong organizational skills, the ability to time manage and prioritize workload – attention to detail and self-motivator.
- Experience in adobe suites is a plus.
- Experience in content production is a plus.
- Creative innovator with entrepreneurial spirit.
- Active, lifelong learner mentality.
- Ability to travel independently (approximately 10%); and ability to manage travel schedule.

**To Apply:**

Submit your resume and cover letter to [Jobs@StoCorp.com](mailto:Jobs@StoCorp.com). Job ID: MCS30331