

## **Marketing Assistant New England Dairy Promotion Board – Remote**

**Location:** Remote but must be located in either Massachusetts, Connecticut, or Rhode Island.

If you love milk, cheese, and ice cream, and want to help us promote all things dairy on behalf of the dairy farmers of New England here's the job for you.

We have an opening for a dynamic full-time (37.5 hours weekly) Marketing Assistant. **This is a “work from home” position based in Massachusetts, Connecticut, or Rhode Island.** Work hours are M-F, 8:30 am – 4:30 pm. Candidates should be able and willing to travel locally within New England on occasion for meetings and have regular access to a vehicle.

This position is responsible for supporting the marketing efforts and campaigns across the organization's program areas as part of the integrated marketing communications team. The Marketing Assistant's duties may focus on the various disciplines within marketing to include digital, earned media, and experiential.

**To apply, you must submit a cover letter and your resume to [jobopening@newenglanddairy.com](mailto:jobopening@newenglanddairy.com).** Please tell us a little bit about yourself and why you're interested in this position in your cover letter.

**\*We will not be accepting applications submitted via the LinkedIn "Easy Apply" button.**

### **Primary job responsibilities include:**

- Support day-to-day marketing and program operations including print and digital campaigns, promotions, and projects.
- Support and create content for the company web site, newsletters, blog, and digital/social assets.
- Create materials, which may include creative and design support, used for proposals, correspondence, presentations, and reports.
- Considerable knowledge of principles and practices of communications, media relations, and digital communications.

### **Qualifications:**

- Bachelor's degree in marketing, communications, or related field.
- 3 years' experience is preferred.

- Must be highly proficient in Microsoft Office Suite with experience using shared drives.
- Basic graphic design and proficiency in Photoshop, InDesign, or similar program required.
- Experience with WordPress or similar a plus.
- Excellent written, verbal and electronic communications skills.
- Creative and detail-oriented with an ability to check work for accuracy.
- Excellent organizational skills and proven excellence in marketing or similar role.
- Ability to work independently and as part of a team with internal and external contacts.
- Ability to utilize and apply research and insights.
- Willingness to learn new skills as needs evolve.

Benefits include Harvard Pilgrim Health Care and Dental Blue dental insurance, paid vacation, sick time and holidays, and a 401K program.

We believe our employees are our greatest asset and together we create an organizational culture that prioritizes inclusion, personal and professional growth, as well as overall excellence. We invest in employee development and facilitate a coaching culture that values and encourages appreciation, feedback, and accountability to each other and the dairy farmers we work with. To learn more about New England Dairy and our culture visit <https://www.newenglanddairy.com/our-passion/>

New England Dairy Promotion Board is an Equal Opportunity Employer.