



Position Description Marketing and Sales Specialist

Position Title Marketing and Sales Specialist

Position Description The team member will be responsible for planning, executing, and managing marketing and sales initiatives that drive brand awareness, lead generation, and customer engagement. This includes managing web content, creating marketing collateral, administering learning management systems (LMS) for marketing courses, coordinating conference exhibitions, proposal writing, and overseeing digital communication channels such as newsletters and social media.

**Essential
Responsibilities**

Marketing and Sales Specialist Responsibilities

- Maintain and update company website content for accuracy, brand awareness, and SEO optimization.
- Design and produce marketing collateral for campaigns, conferences, and client outreach.
- Develop and implement lead generation strategies through digital campaigns and outreach.
- Administer LMS for marketing courses, including setup, enrollment, and reporting.
- Organize and manage company participation in conferences and exhibitions.
- Manage Mailchimp contact lists, create newsletters, and track engagement.
- Drive brand awareness through social media posts, schedule content postings, and monitor analytics.
- Use analytics tools to measure campaign performance, customer interest, and provide reports.
- Provide administrative support to management and project leaders.
- Capture sales for extended services from qualified customers who register for online courses and content.
- Support operations through creative content development, branding, and editing.
- Draft and organize proposals.
- Maintain currency in relevant job knowledge to ensure ability to execute your responsibilities successfully.
- Navigate decision-making based on the core values of the company, always maintaining professionalism.
- Plan and complete work in a manner that reflects commitments to and support achievements of quality, environmental, and occupational health and safety goals.
- Maintain currency in relevant job knowledge to ensure ability to execute your responsibilities successfully



Alliance Solutions Group Inc.

Qualifications/ Requirements

- Bachelor's degree in Marketing, Business, Communications, or related field.
- Minimum of 2 years in marketing, sales, or digital media management.
- Proficiency in web content management systems, LMS platforms (preferably Teachable), Canva, and Mailchimp.
- Strong knowledge of social media platforms and analytics.
- Excellent written and verbal communication skills.
- Able to produce written reports and conduct conversations about ASG services with prospective customers in accordance with the ASG Team Member Handbook standards.

Additional Eligibility Qualifications

- Eligible for employment under company and DoD security clearance requirements.
- Ability to travel for conferences and events.
- Comfortable working beyond normal business hours when necessary.

Physical Demands Must Be Able to:

- Travel occasionally on various modes of transportation.
- Lift and carry minimum 25 lbs. frequently
- Able to climb/ squat/ bend/ kneel / twist / turn / reach above shoulder
- Sit extended period of time
- Utilize computer keyboard (type) and accessories repetitively and for extended periods

Work environment:

Generally works in an office environment. Occasionally may be required to perform job duties outside of the typical office setting,.

Other

Ensures that all tasks are performed in accordance with the company's ISO 9001/14001/45001 compliant Management System Procedures.

The statements included in this job description are intended to reflect in general the duties and responsibilities of this classification and are not intended to be interpreted as all inclusive