



Job Description

Copperhead Industries provides end-to-end solutions for precise location of underground utilities. Innovation, high quality and superior service make Copperhead the supplier of choice among utilities, municipalities and engineers specifying tracer wire systems in the natural gas/oil, water/sewer, and telecommunications markets. Copperhead Industries is an equal opportunity employer offering a comprehensive benefit package including health, dental and life insurance, 401K, profit sharing, and tuition reimbursement.

Job Title: Marketing Assistant

Reports To: Vice President, Marketing and Product Development

Job Overview: Supports marketing and sales in the development and execution of marketing projects and of digital and print creative material including brochures, catalogs, sales sheets, website content, social media content, tradeshow material, email marketing, mailings, presentations, etc. This is a full-time, in-office position responsible for helping bring the company's brand to life across all marketing channels.

Responsibilities and Duties:

Creative Content Development

- Understand and apply Copperhead's brand identity (brand voice, tone, characteristics, etc.) to creative material consistently
- Understand and apply customer needs and market needs to develop meaningful, engaging content
- Create content, from concept to completion, for website, app, blog, literature, ads, presentations, case studies, articles, promotional campaigns, emails, etc.
- Develop and maintain product marketing material including data sheets, installation instructions, packaging stickers, etc.
- Take, edit, and place photos and videos in marketing content
- Write copy for articles, sell sheets, social media, web, etc. as needed
- Edit content for grammar and design context
- Manage photography and videography assets
- Understand different file formats needed for various medium

Project/Program Management

- Manage social media platforms; implement social media strategy and calendar; create, schedule, and monitor social media content; monitor and measure results
- Monitor and update website and app as needed; optimize for SEO





- Manage company's merchandise and apparel program; manage reorder points and merchandise selection
- Coordinate tradeshow logistics
- Assist with all aspects of marketing including coordinating marketing projects and campaigns such as customer mailings, business card ordering, packaging labels and other projects as needed

Skills & Qualifications:

- Must be efficient with Adobe Creative Suite including Illustrator, InDesign, Photoshop, Lightroom, Premiere Pro, Premier Rush, After Effects
- Must have experience with photography and videography
- Experience with WordPress and SEO a plus, but not required
- Strong project management skills a must
- Ability to drive projects from concept to completion
- BA/BS degree in Marketing, Advertising, Graphic Design, or related field
- 1-5+ years' experience in a marketing function
- Ability to multi-task and manage multiple projects
- Strong professional communication skills

Location: Monticello, MN

To apply, please send portfolio and resume to jobs@copperheadwire.com or mail to Copperhead Industries, ATTN: HR, P.O. Box 1081, Monticello, MN 55362.

