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## Marketing Position Description

Twin Oaks Technology & Financial Solutions is a business to business provider of technology and financial solutions. We specialize in designing, selecting, and implementing new hardware, software, and systems as well as website design, mobile apps, social media marketing, and financial services. We help businesses by leveraging our 20+ years of experience with proven solutions. We strategically partner to help businesses with information technology and accounting needs from help desk to management consulting and everything in between.

### Primary Duties:

- Twin Oaks Technology
  - Work to increase sales with existing customers
  - Create compelling content for social media and websites
  - Recommend and build a company presence on additional social media sites including YouTube
  - Track analytics and report results and new ideas
  - Build relationships with online community as well as surround business community. This includes attending community events, sitting on committees & boards, etc to become a part of the business community.
  - Write and edit sales and marketing materials, which include articles, sale sheets, presentations, and collateral
  - Develop and implement advertising and marketing promotional activities including social media, mobile, mail, e-mail, web, telemarketing, cold calls, and print
  - Seek and analyze competitor marketing and sales materials both on and offline
  - Work with other office(s) to ensure growth and marketing needs
  - Seek new industry/client potential
- Client
  - Build, present, and manage social media strategies
  - Create compelling content for social media and websites
  - Recommend and build a company presence on additional social media sites
  - Track analytics and report results and new ideas internally and to clients
  - Seek and analyze competitor marketing and sales materials both on and offline
- Other duties as assigned

### Requirements:

- Experience with social networking sites
- Advertising/marketing experience or strong desire to learn; creative and functional design experience (preferred)
- Quality verbal communication (small and large group settings) and written communication (web, email, letters)
- Ability to work individually and self-driven projects
- Highly self-motivated individual
- Outgoing personality with the ability to interact with community business owners to “sell” our services.
- Demonstrate ability to solve problems, analyze systems and data and suggest appropriate solutions
- Well-built skills in organization, prioritization and time management
- Casual professional attitude

### Hours:

Work hours flexible and will vary depending on projects, office initiatives, and community events.