



Job Description: Marketing Technology Designer

Employer Information

Organization Name: Symphonix Solutions
Reports to: Chief Experience Officer
Job Location: Charlotte
State: North Carolina
FLSA Status : Exempt

Are you a...

- Production powerhouse with speed and accuracy?
- Detail-oriented designer with a penchant for printing?
- Professional creative problem solver?
- Curious mind, who eats technology for breakfast?
- Brand champion that won't settle for good enough?
- Front-end developer who loves to perfect the user experience?
- Team player, who is a promise keeper to internal and external clients?

If so, please keep reading. We are searching for someone with MarTech experience who is hoping to expand on their skill set, including:

- Graphic Design for Print and Web
- E-commerce Development
- Marketing Automation Technology
- Brand Management
- User Experience
- Content Creation

You don't have to know everything, but you need a passion for technology and a voracious appetite for learning and growth.

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Summary of Position

We are seeking a self-starter familiar with a range of software and tools that assist in achieving marketing goals or objectives. The role functions as a hybrid of marketing and IT. The right person for this role will be a mix of technology, creative design, and project management. This Individual will have a passion for and experience with:

1. Graphic Design for Print and Web

1. Proficient in Illustrator, Photoshop, InDesign, and Acrobat
2. Able to create and receive client art for production.
3. Knowledge of commercial printing standards and methods

2. E-commerce Development

1. Manage dozens of company stores
2. Create and maintain items and catalogs.
3. Leverage content management systems.

3. Marketing Automation Technology

1. Build variable templates for end-user document creation.
2. Streamline processes for production automation.

4. Brand Management

1. Enforce brand standards.
2. Create digital assets.
3. Design compliant content.

5. User Experience

1. Focus on user satisfaction (internal team partners and clients alike)
2. Develop end-to-end solutions.

6. Content Creation

1. Create campaign-driven website pages, blog posts, and social media content.

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2. Write marketing copy and maintain a posting schedule.

About Symphonix Solutions: We are a fast-growing marketing agency headquartered in Uptown Charlotte, North Carolina.

- We are solutions-driven professionals who deliver service to every client with pride, urgency, and importance. We work with enterprise organizations to organize, centralize, and simplify internal and external marketing and operations with strategies, campaigns, and partnerships to create, manage, and deliver solutions that grow brands. We make sure our clients only ask once to get what they need.
- Our team comprises client-focused sales, marketing, creative, technology, and procurement professionals with the same goal – to provide effective and efficient solutions for our customers. Our commitment to our clients and each other drives a positive work environment and is why our team members thrive. Simply put, we love what we do.
- We specialize in providing the support our clients need to execute their campaigns and marketing programs. This includes commercial print, promo, and apparel products through custom online company stores we customize on their behalf. In addition to B2B clients, we work with large consumer-facing brands like Boy Scouts of America, Publix, Meineke, Dole, Maaco, YMCA, and LaCroix, to name a few. Account Management, Project Management, Product Expertise, Sourcing, and Fulfillment are core parts of our value proposition to our valued clients. We are fully committed to our client's success.
- Our shared services team of creative designers and developers support this effort by developing efficient processes, creating production-ready art, and building e-commerce company stores to facilitate easy online ordering for clients.
- If you enjoy learning, having variety in your daily work, and helping others succeed, this job may be for you!
- If you like hanging out with teammates' dogs on Fridays, day-to-day personal interactions with intelligent people who care, happy hours, pizza parties, and giant kick-ass trophies...Symphonix may be your kind of place.
- If you are high-energy and want to work inside a dynamic marketing agency, learn the business, launch a fantastic career, and serve some genuinely awesome clients...drop us a line!

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Education and Experience:

- Bachelor's or Associate's Degree with a proven track record
- 3-5+ Years of Experience that demonstrates a progression in abilities
- Knowledge of design and print.
- Experience With:
 - Campaign Execution
 - E-Commerce Development
 - Marketing Technology
 - Brand Management (Brand Standards and Compliance)
 - User Experience
 - Content Creation
- Project Management experience is also essential.

Assist Team with Strategic Initiatives and Related Responsibilities:

- In general, assist Account Management teams in leveraging marketing technology for the agency's clients.
- Develop and implement marketing strategies to improve the client's business. Connect all the dots between the front-end user experience and solution delivery.
- Active participation in planning client strategy, organizing client feedback, gathering business requirements, and recommending marketing technologies to deliver results efficiently.
- Executing assigned tasks within client projects to a specific schedule and within agreed-upon budgets.
- Serve as a super-user and product evangelist for a variety of digital tools.
- Change management, including implementation of new marketing technology rollouts.
- Lead user acceptance testing while correcting any issues that arise.
- Oversee training marketing software and user adoption.
- Serve as a relationship manager with internal technology users and software vendors.
- Publish accurate reports for leadership with precise observations and recommendations.



Abilities:

- Ability to Identify and Solve Problems Quickly and Creatively.
- Ability to liaise within the marketing function of a business and then translate that marketing vision to a technology implementation to deliver on marketing goals.
- Embrace legacy systems and push on ways to leverage existing tools.
- Ability and desire to analyze software capabilities within the needs of the organization.
- Ability to Manage Multiple Projects Across Multiple Accounts Simultaneously
- Ability to Work Under Pressure and Deliver Accurate Results
- Project management agility - mixes engineering best practices with business development and utilizes constant communication and adaptation.
- Service Heart and Mindset (Responsive & Passionate – "Whatever it Takes" Mindset)
- Ability to interpret data to help teams draft better campaigns and better creativity.
- Flexible with the ability to Pivot (Timelines Shift, Vision is Adjusted, Early Results are Reported)

Technical Skills

- Adobe Suite
- Microsoft Suite
- Internal Systems
- Exposure to Project Management Software
- Experience with Marketing Technologies (Content Management Platforms, HubSpot/Marketo, Customer Relationship Management Platforms, Email Systems, Google Analytics, Advertising Platforms, Business Intelligence, etc.)
- Experience with Marketing Disciplines (Database Management, Website Optimization, Lead Generation, Social Media, Search Engine Optimization, etc.).
- Experience with establishing and managing API calls is a plus.

Work Location

- Charlotte, NC Office (No Relocation Assistance Available)
- Limited hybrid work is possible (depending on the Individual's unique ability and performance).
- On average, our experienced team members work one day a week from home.

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Work Setting

- Indoors, Environmentally Controlled
- Flexible Work Hours (help with commute) – must be coordinated with the Manager.

Body Positioning

- Spend Time Sitting
- Spend Time Using Your Hands to Handle keyboard, telephone, office machines
- Spend Time at Clients' Office(s), Warehouse, and Other Location(s)

Communication

- Regular communication and contact with other team members, vendors, and clients.
- Electronic Mail
- Face-to-Face Discussions
- Letters and Memos
- Text/Telephone
- Must adopt clients' preferred communication mediums

Pace and Scheduling

- Thrive under pressure and hit deadlines with accurate results
- Ability to multi-task and prioritize workflows

Salary:

- Commensurate with the Individual's relevant work experience and ability to add value.