



Marketing Specialist

The RTC Group is full-service marketing company located in San Clemente, CA. From publishing trade magazines to organizing national exhibitions & conferences, RTC provides the best in quality marketing activities in the embedded, real-time, portable and EDA computer markets. RTC is looking for a talented and experienced Marketing Professional to oversee a variety of the company's marketing activities. This is a great opportunity for an entry-level to experienced marketing professional that wishes to have unlimited challenges.

As Marketing Specialist you will be responsible for various activities and programs to market The RTC Group's presence in the industry. Special attention will be given to corporate marketing, product specific marketing and account management.

You should have any combination of education and experience which provides the knowledge, skills, and abilities for acceptable job performance. 1-3 years of experience in product and/or corporate marketing.

Your specific responsibilities would include:

- Working with Web Team to keep corporate web content up-to-date
- Develop and maintain media partnerships with industry events
- Account Management and fulfillment of Email Marketing Initiatives
- Management and fulfillment of Internal Email Marketing Initiatives
- Online Marketing Oversight
- Product Marketing Support where requested
- Corporate Press Release production
- Work with Creative Department to develop Internal Advertising concepts and campaigns
- Basic design and development of HTML based email and advertising

Specific requirements for the position include:

- Proficiency HTML and CSS
- Proficiency database design and development utilizing Filemaker Pro
- Proficiency with office standard software (Windows XP, Office, Online Tools)
- Familiarity with web standards, SEO and standards based design
- Knowledge of emerging internet marketing trends
- Knowledge of direct marketing tactics and strategies
- Excellent Written and Verbal communication skills
- Self-Starter, with minimal direction needed to succeed

Ideally, you will also have:

- Experience developing "ground-up" projects.
- Experience with FileMaker Pro Data Base
- Experience with web design and use
- Experience working with website advertising software (e.g., Google AdSense, phpAdsNew)



Compensation:

- Competitive salary
- Excellent medical benefits
- Paid vacation
- Flexible spending account
- 401 (k) plan