

Marketing & Internal Communications Specialist



Our marketing team is seeking a Marketing & Internal Communications Specialist to work in or remotely with the team at our Wilmington, NC office at the Atlantic Packaging headquarters.

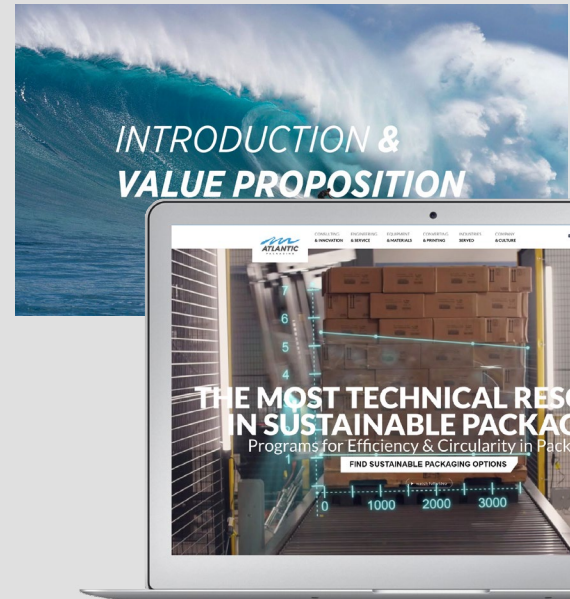
We are a creative, collaborative team responsible for all internal and external marketing and communications for this company of 1500 employees across 28 locations. This includes introducing and promoting the products and services the company offers across various industry verticals through webpages, blog posts, articles, whitepapers, presentations, social media, and PR. It also includes managing communications from leadership to internal divisions and to all employees throughout the year.

Job Description

Our Marketing & Internal Communications Specialist will be responsible for promoting Atlantic's products, services, and messaging through written material for print and web. You will manage a content calendar and coordinate with the marketing team and key stakeholders to ideate content, conduct interviews, support existing graphics and video messaging, and write original articles, blog posts, webpages, whitepapers, brochures, and content for presentations. We will look to you to take initiative on creating new written content.

You will also be supporting the Internal Communications team to help write, edit, layout, and proof announcements, memos, and notifications from senior leadership to employees of the company.

You will be a trusted source of information and insight to both an external and internal audience and will need to have outstanding written and verbal communication skills.



Benefits

- Competitive salary
- Health, dental and vision insurance
- Company paid life insurance
- Short-term and long-term disability coverage available
- Accident, Hospital, Critical Care, & ID Theft Protection available
- 401k with company match and profit sharing
- Extensive health and wellness programs offered (onsite fitness facilities)
- Paid vacation
- 9 paid holidays per year



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Responsibilities

- Network with key stakeholders, industry experts, customers, and vendors to understand and be able to clearly and creatively communicate our value proposition
- Plan, develop, and execute on major brand communications designed to support organizational goals and initiatives
- Customize communications to marketing objectives and channels in the appropriate voice and tone
- Develop a schedule to communicate messaging across various platforms
- Determine appropriate modes of delivery (email, print, web, digital advertising and re-targeting, social, media, etc)
- Write content, distribute creative material, and evaluate each effort
- Establish regular cadence of meetings to review plans, progress, and results

Skills & Experience

- Excellent verbal and written communication skills
- Good presentation skills
- Proven work experience as a Marketing Communications Specialist or similar role
- Familiarity with content marketing campaigns
- Hands-on experience with web content management tools, like WordPress, Sharepoint, and/or Shopify
- Knowledge of SEO fundamentals and Google Analytics a plus
- Experience with comprehensive marketing campaigns including web, email, and social media
- BS in Marketing, Communications, Public Relations or BS / BA in relevant field

Contact



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