

ARGUS International, Inc. is Growing Marketing Specialist Position Available

ARGUS International, Inc.: Founded in 1995, ARGUS is the worldwide leader in specialized aviation services that allow organizations around the globe to improve their operational and business decision making. Our mission is to exceptionally deliver relevant and valuable information solutions to the Business Aviation, Air Carrier, Rotary Wing, UAS, and the overall Aerospace marketplace.



ARGUS is currently seeking a Marketing Specialist to join our team. The position requires a creative designer who is dedicated to the management and execution of tactical marketing elements for the company. This person is responsible for the development and implementation of marketing campaigns and initiatives to meet organizational objectives of revenue and growth. He/she will execute marketing campaigns including graphic design, email, direct mail, press releases and advertisements, and implement marketing plan changes as needed.

This position requires interface with the sales organization, senior leadership team, customers, prospects, media contacts, and other industry representatives for purposes of planning, collaborating, reporting, and executing on approved goals and objectives. This position is heavily focused on graphic design and digital marketing management. The Marketing Specialist position is a full-time, Denver Colorado based, exempt position and is expected to work a minimum 40 hour work week, with the option of a hybrid work schedule.

Individual responsibilities will include, but not be limited to, the following:

- Graphic design of all campaign collateral, including digital ads, newsletters, and web graphics.
- Develop, manage and execute on approved marketing initiatives including: email, direct mail, advertisements and other campaigns. Monitor and report on the results, including development of lead lists in company CRM for sales persons, broken down into geographic or product specific categories
- Develop and manage all external company communications, press releases and other customer/industry facing materials, ensuring maximum exposure of the release to the appropriate audience and track published results
- Develop, maintain, update and manage company's brand and related marketing message vehicles including corporate website, collaterals, business cards, proposals, videos, social media, clothing, promotional materials, etc., being consistent with marketing plan, budget and brand requirements
- Work collaboratively with the Inside Sales Specialists to oversee the company's involvement in various networks and associations including coordinating membership, tradeshow and conference participation with these groups and their events
- Monitor the company's social media activities including LinkedIn, Facebook, and Twitter, and any other social media that may apply
- Organize and moderate webinars
- Other activities and initiatives as directed by the Director of Marketing





A member of the SGS Group

www.argus.aero

Minimum requirements:

- BS Degree in Marketing or similar discipline required
- A minimum of 3 years of experience in actual marketing activities
- Strong content writing, editing and proofreading skills (Writing samples may be requested)
- Previous email marketing experience is preferred
- Ability to work well under tight deadlines
- Experience with WordPress is preferred
- Adobe Creative Suite (PhotoShop, InDesign and Illustrator) experience is highly preferred
- Excellent verbal and written communication skills
- Detail-oriented with the ability to manage projects from beginning to end with defined, positive results
- Must be organized and able to multi-task
- Must be creative and willing to accept input from multiple sources

Why Chose ARGUS? Full time benefits will include: 401K Match, Medical/Dental/Vision Insurance, Voluntary Coverages, Paid Short Term Disability, Paid Vacation and Holidays, Flexible Schedules, Wellness Initiatives, Gym Reimbursement, Competitive Salary with a Friendly Casual Atmosphere. The salary range for this position will be 60,000-75,000 per year based on skillset and years of experience.

ARGUS is an equal opportunity employer.

Please register to submit your cover letter and resume at:

https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=3363cb93-dd75-4c54-b4a1-8f276f42c007&ccId=19000101_000001&jobId=412163&source=CC2&lang=en_US



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