

POSITION DESCRIPTION

CLEARFIELD, INC.

POSITION TITLE: Marketing Specialist – Central and Latin America Region

POSITION OBJECTIVE: Supports marketing initiatives for Spanish language website content management, tradeshow activity, product literature updates, and general marketing administrative functions in the CALA region.

POSITION RESPONSIBILITIES:

1. Works under general direction to assist in Spanish language website content management.
 - Convert existing landing and other pages to Spanish language
 - Convert product documentation from English to Spanish and ensure it is current and accurate.
 - Convert blogs, featured stories, featured products, etc. from English to Spanish
 - Manage CALA-based customer website pages as needed
 - Perform video and image embedding as needed for CALA region
2. Works under general direction to execute and coordinate all activity related to tradeshow and special event activity in the CALA region.
 - Create necessary formatting, design graphics, and content copy for CALA regional tradeshow
 - Coordinate CALA marketing project schedules, track project execution and maintain communication with outside agencies and internal teams
 - Complete CALA-based trade show-related forms
 - Arrange freight shipments of booth and equipment to trade shows, acting as liaison between outside personnel and Warehouse staff for coordination of tradeshow property requests
 - Maintain all internal documentation of tradeshow schedules and activities
 - Gather show leads and ensure import into customer/lead database
3. Fosters a spirit of cooperation and teamwork.
4. Performs other duties or responsibilities as required.

POSITION REQUIREMENTS:

- Fluent Spanish and English required. Spanish language skills inherent to the region.
- Prefer candidate based in Panama City, Panama
- Must have working knowledge of marketplace logistics in the region
- Telecom network experience preferred
- Bachelor degree with emphasis in marketing or web graphics/design or equivalent experience
- HTML / CSS / Java Script / J Query experience required
- Working proficiency with full MS Office suite required and experience with digital marketing preferred
- Strong organizational skills and meticulous attention to detail
- Ability to take initiative and work independently
- Ability to handle high volume of work in interrupt driven paced environment

August 2018