



Marketing Associate



NB Development Group (NBDG) is looking for a Marketing Associate to join the Marketing Team in planning and implementing marketing and advertising activities across 3 companies on the Boston Landing Campus. Warrior Ice Arena, the TRACK at New Balance, and NB Fitness Club are all located on the Boston Landing Campus and work as a cohesive unit with the other retailers on campus!

Experience:

- College degree in Marketing/Advertising/Related Field
- 2+ years experience in a business environment related to Marketing, Advertising and Content

Qualifications/Skills:

- Very organized & detailed
- Ability to work on multiple projects at once
- Ability to collaborate with Photographer/Videographer to create content
- Advanced in Adobe Suite (Photoshop, Lightroom, Illustrator, Premier Pro)
- Intermediate/Advanced in DSLR/Mirrorless Cameras & Photo Editing (Lightroom)
- Intermediate/Advanced with Video Equipment & Video Editing Skills (Premier Pro)

Salary/Hours:

- Salary based on experience
- Extensive benefits package available
- Reports to Marketing Manager
- Full Time- 40 Hours
- Flexible schedule required
 - Monday - Friday and Weekends
 - Combo of Normal Business Hours and Event Based Hours

Company Responsibility Breakdown:

Work in a collaborative effort with the rest of the team to complete the below for each company.

- **NB Fitness Club**

- Assist in design and social media content
- Come up with creative new ways to market the club
- Reach out to local area for corporate partnership opportunities

- **TRACK**

- Social media creative assistance
- In-House signage assistance
- Graphic design assistance
- Advertising research for future opportunities

- **WARRIOR ICE ARENA**

- Assist in creating social media materials across all platforms, including but not limited to Instagram, Facebook, Twitter, Youtube, and LinkedIn
- Assist in creating in-house print and digital materials
- Day-to-Day administrative marketing tasks/updates
 - Website program updates
 - Monthly newsletter & member newsletter
- Event specific tasks
 - Creation of elevator signs for events & birthdays
- Assist with merchandise/in-house swag
 - Designing and ordering
 - Add/update to merchandise website (Squarespace)
 - Updating inventory on merchandise website
- Assist hockey directors with in-house jerseys inventory and ordering
- Effectively manage daily administrative tasks
- Market Research
 - Prepare reports on marketing and sales metrics
 - Collect and analyze consumer behavior data (e.g., web traffic and rankings)
 - Conduct market research and identify new promotional opportunities
- Contribute to collaborative efforts and organize promotional events