



Astea International is a premier global provider of Service Lifecycle Management solutions for companies that market, sell, service and support equipment. For **nearly 40 years**, Astea has been helping more than 600 companies achieve new levels of service excellence. We are currently seeking talented individuals with an entrepreneurial, hands-on spirit to help take our company to the next level.

Because of continued growth we are currently seeking a **Marketing Communications Specialist** that has strong experience writing content for B2B marketing activities across multiple channels. This position is based out of the **Horsham, PA Corporate Office**.

Job Title: Marketing Communications Specialist

Reports to: Director of Global Marketing

FLSA Status: Exempt

Position Summary: As the Marketing Communications Specialist, you will assist the Director of Global Marketing in the development, execution and analysis of marketing communication efforts including advertising, email marketing, trade shows and digital events, PR, educational and thought leadership content creation, social media campaigns, web and blog article copy and sales collateral creation. This role requires a versatile marketing specialist with the ability to execute on multiple, deadline-driven projects simultaneously.

Essential Duties & Responsibilities:

Marketing Content Development

- Assist in development of marketing content including white papers, case studies, email communications, social media posts, webinars, presentations and more
- Work with subject matter experts from throughout the organization to develop content for placement in digital and traditional media outlets including press releases, articles and other market-facing communications
- Assist with all advertising efforts including SEO/SEM, banner ads, online content syndication, print ads and paid editorial placements
- Assist with proof reading all produced items prior to release. Ensure consistent corporate image throughout product lines, promotional materials, websites, and events
- Conduct industry research to provide compelling data and insight into trends for use in white papers, e-books, webinars and other educational content
- Assist with product marketing efforts by creating and updating product collateral and helping plan and execute marketing activities based on software version releases

Trade Shows, Conferences & Events

- Provide logistical support and coordination of all event-related event activities
- Assist with design and procurement of promotional items; create and execute on marketing campaigns surrounding events

Campaign Management and Optimization

- Create distribution lists, landing pages, forms, emails and drip/nurture campaigns in marketing automation platform
- Data management—clean and upload lead lists for inclusion in campaigns
- Analyze and measure ROI and overall effectiveness of existing marketing activities and recommend and implement changes to achieve the desired outcomes

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Website and Online Brand Management

- Help manage and improve the company's digital presence across its website, blog, software review websites and social media channels
- Assist in website updates and maintenance using WordPress

Qualifications:

- Bachelor's degree in Marketing, Communications or Journalism
- Minimum 3 years' experience in B2B marketing
- Information Technology marketing experience highly desired
- Must be fluent in marketing technology and able to learn new systems quickly
- Experience with the following marketing technology systems desired: CRM, WordPress or similar CMS, Google Analytics, Google AdWords, Marketing Automation Platforms—Microsoft Dynamics 365 & ClickDimensions a plus
- Outstanding communication skills
- Versatile writer able to create compelling content in different mediums
- Graphic design experience a plus
- Detail-oriented, highly organized with superb time management skills
- Ability to work in a fast-paced, multi-cultural environment with minimal supervision
- Graphic design experience a plus
- Willingness to accept increased responsibility as role evolves

Application Instructions

To apply please send cover letter and resume/CV via LinkedIn or careers@astea.com. No phone calls please!