



Quality • Innovation • Service

Position Title: Marketing/E-Commerce Specialist

Location: ChemMasters - Madison, OH

Reports To: VP of Marketing & Business Development

Job Description:

ChemMasters is looking for a creative and motivated Marketing Specialist to support and grow our brand presence through email campaigns, social media, and marketing collateral. This hands-on position is perfect for someone who thrives in a small team environment, loves taking ideas from concept to execution, and enjoys wearing multiple hats across the marketing spectrum.

Key Responsibilities:

Email Marketing (15%):

- Plan, design, and distribute monthly campaigns using Constant Contact, aligned with our marketing calendar
- Create targeted emails for holidays, product highlights, and special events
- Track and analyze performance metrics to recommend improvements

Social Media Management (15%):

- Manage company Facebook and LinkedIn accounts with consistent, engaging weekly content (employee spotlights, product updates, event recaps)
- Create and manage video content for digital platforms such as YouTube, including training and product demo videos
- Collaborate with our website partner to maintain and update website content

Brand & Label Management (10%):

- Coordinate and process label requests through our DEX portal
- Ensure labels are up to date and compliant with SDS/TDS changes
- Manage design for sample, approval, and apparel labels

E-Commerce (20%):

- Lead packaging design and optimization for e-platform fulfillment, ensuring alignment with market trends and customer needs
- Track and analyze engagement data across e-commerce platforms
- Contribute to monthly e-commerce performance review meetings
- Create and manage product listings and digital media content
- Monitor Vendor Central analytics to evaluate performance and deliver actionable insights to the sales team

General Marketing Support (40%):

- Fulfill internal marketing requests (flyers, guides, promotional materials)
- Support trade shows and training events with branded materials, signage, and logistics
- Help coordinate photography and branded apparel for events
- Share responsibility for answering the main office phone line
- Collaborate with third-party vendor to design promotional brochure



Quality • Innovation • Service

Qualifications:

- 2+ years of experience in marketing (B2B/manufacturing experience a plus)
- Proficiency with Constant Contact or similar email platforms
- Familiarity with Canva, Adobe Illustrator, or equivalent design tools
- Social media know-how (Facebook, LinkedIn, YouTube)
- E-commerce know-how (Amazon, Walmart, Home Depot)
- Strong writing and editing skills with an eye for clean, clear messaging
- Organized, detail-oriented, and able to manage multiple tasks