

Marketing Associate / Graphic Designer

As a leading worldwide provider of navigation devices and wearable technology, our focus is on developing, designing and supporting superior products. Our advanced technology promotes performance, safety and ease of use in every market we serve. That makes us an engineering and technology company with a keen focus on recruiting talent in those fields. But the same vertical integration business model that keeps all design and manufacturing processes in-house also gives us the incentive to hire top performers from different backgrounds, including operations, finance and accounting, information technology, sales, marketing and communications.

Our mission is to create products that become an essential part of our customers' lives. To do that, we must first get them to our customers. Our sales folks are great at building relationships. And our marketing teams make sure they have everything they need to close the deal. We believe our products practically sell themselves, but that doesn't mean we don't have a solid marketing and sales strategy.

We are seeking a full-time **Marketing Associate/Graphic Designer** for Navionics, a Garmin company, based in **New Bedford, MA**. In this role, you will be responsible for a in-depth knowledge of the products, programs, distribution, customers and global stakeholders of the Navionics business segment; provide assistance to all aspects of the marketing department; including support, development, and distribution of all marketing programs and materials. Other essential functions include:

- In-depth knowledge of the products, services, customers, distribution and competitors of the Garmin / Navionics segments
- Create and edit videos and photography; such as images and video content for new feature launches, and graphics such as icons and logos
- Develop good working relationships with engineering team leads, segment board members, sales and product managers to ensure timely support
- Collect quantitative and qualitative data from marketing campaigns and perform market analysis and research on competitors
- Communicate effectively with creative, production, web, video, merchandising, trade show, sponsorship and PR members to meet our overall communications objectives
- Assist with the marketing and advertising promotions planning and sponsorship activities through various platforms; such as social media, direct mail, and web-based approaches
- Stay abreast of competitors' products, programs and promotions and report the impact on Navionics' own marketing and sales
- Work with packaging, PR, print, web, interactive, sales/marketing, and more to keep all communication consistent across all messaging outlets

Qualifications

Qualified candidates will possess a Bachelors Degree in Marketing, Business, Communication or a field relevant to the essential functions of this job description,

and a minimum of 1 years experience performing a substantially similar role. Other qualifications include:

- Must be proficient in Microsoft Office Suite as well as Adobe Photoshop
- Must possess demonstrated strong and effective verbal, written, and interpersonal communication skills
- Must possess demonstrated superior organizational and analytical skills with keen attention to detail and quality
- Must possess the ability to accept and act on constructive criticism
- Must possess the ability to work in a collaborative team environment and the ability to work

Candidates who possess the following are preferred:

- Experience with HTML, CSS, and JavaScript development and constraints
- Analytical skills with keen attention to detail and quality
- Experience using or certifications in Google AdWords, Google Analytics IQ, MailChimp or other marketing software platforms
- Current Knowledge of latest trends and best practices in online marketing and measuring

Our benefits are designed to lead an evolving marketplace, support innovation and encourage a healthy balance between work and life. They allow our associates to make their own decisions about their wellbeing and future and consistently rank Garmin as a top tier benefits provider when compared to other high-tech employers. We offer a choice of high value medical, dental and vision plans with low or no premiums, to fit your and your family's preferences. In addition, Garmin's financial benefits include a generous 401K retirement plan that provides 5% of pay base contribution plus a match of 75 cents for every dollar you contribute to a maximum of 10% of your compensation. The employee stock purchase plan allows for shares to be bought at a 15% discount. Garmin offers many other benefits and perks ranging from wellbeing initiatives, educational assistance and career development, community charity support, and employee discounts just to name a few.

Garmin International is an equal opportunity employer. Qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, citizenship, sex, sexual orientation, gender identity, veteran's status, age or disability.

The Company:

Navionics, a Garmin® Ltd. company, develops and manufactures electronic navigation charts of marine areas, lakes and rivers around the world for use in GPS chartplotters and mobile devices. You can find us in the App Stores or at www.navionics.com Navionics is a part of the Garmin group of companies. At Garmin, we like to work hard and play hard. It comes easy when you work on cool products with hard-working individuals who

share the same passion. See more at www.garmin.com . Garmin was ranked as one of the 500 World's Best Employers in 2017 and it is ranked in the top three most reputable tech companies (U.S. Reputation Institute, 2018).

Job

Marketing Communications

Primary Location

US-MA-New Bedford

Organization

Communications

Schedule

Full-time