



**Title:** Marketing Assistant  
**Supervisor(s):** Director, SEM&I  
**Department/Client Team:** Marketing  
**Location:** Plano, Texas  
**FLSA Status:** Non-Exempt

**JOB OBJECTIVE:**

This position serves as a member of the Marketing Team within the SEM&I Business Unit. The Marketing Assistant will work in concert with the Marketing Coordinator, Manager and Director to execute all tasks associated with delivering proposals and presentations for the Sales Team as well as email marketing campaigns for clients.

**DUTIES & RESPONSIBILITIES:**

**Responsibilities for this position include but are not limited to:**

- Design, create and send all client marketing emails
- Create client email marketing timelines
- Small design projects (one-sheeters/collateral, graphics for marketing or clients, nameplates, etc.)
- Build surveys for clients
- Order promotional products and staff apparel
- Monitor and gather email analytics for clients and future campaigns
- Branding (business cards, nametags, etc.)
- Assist in updating and editing content on the website
- Assist in preparing for tradeshow and industry events (registering MCI & Staff, ordering booth furniture, shipping promo items, etc.)
- Collaborate across departments with subject matter experts to create proposals and respond to RFPs
- Create post-event report dashboards utilizing PowerPoint
- Create Prezi presentations for the sales team to acquire new business
- Create and send exhibitor outreach marketing emails
- Assist with marketing content and verbiage

**JOB REQUIREMENTS:**

- Degree required
- Excellent written and oral communication skills
- Strong customer service skills
- Working knowledge of marketing tools including but not limited to
  - Email service provider
  - Design programs (e.g., Adobe Creative Suite)
  - Html
  - Microsoft products (Word, Excel, etc.)
- Must have strong organizational and multi-project management skills
- Limited travel may be required

**Candidates must be authorized to work in the United States for any employer without sponsorship.**

**Interested candidates should include their salary history with cover letter and resume and send to [nicole.buraglio@mci-group.com](mailto:nicole.buraglio@mci-group.com) with the position title in the subject line.**

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