



# Marketing Assistant

**Location:** San Ramon, California

**Department:** Marketing

**Employment:** Part Time (three 8-hour days per week)

**Salary:** TBD

## About Our Company

Wouldn't it be great to work for a stable company with great people who have a true passion for what they do? GSO|GLS is that kind of company. Founded in 1995, we are a regional carrier offering Priority, Ground, and Freight delivery service throughout the West. Thousands of companies across all industries rely on our company to deliver time-critical documents and parcels every day; we need you to convince thousands more to become our customers through your creative ideas with the ability to multi-task and execute on multiple marketing activities.

## Responsibilities & Duties

- Plan, prep, and organize tradeshow and event logistics including preparing shipments
- Support the marketing team in executing various digital and direct mail marketing campaigns
- Research and purchase promotional giveaway items
- Organize the summer photo contest and collect submissions for following year's calendars
- Coordinate community outreach opportunities and existing initiatives
- Launch our official company Facebook after adding content and creating a posting schedule
- Improve our Slideshare and LinkedIn instance and following
- Find relevant content to post on our company LinkedIn Page
- Update customer and lead account information in Salesforce
- Assist the marketing team with cleaning up lead and customer datasheets
- Manage employee milestone program processes such as setting up reminders and ordering items
- Generate Google Adwords/Analytics reports on a monthly basis
- Maintain and clean-up marketing inboxes by forwarding replies, updating contact information, tracking infrequent shippers, unsubscribing leads, and collecting positive customer responses
- Proofread various digital content and content for print
- Test Marketo emails by checking links and proofing email copy
- Share your ideas for new content creation, newsletter, and tradeshow ideas
- Help distribute marketing materials to our corporate staff and throughout our regional facilities
- Other tasks and projects as needed by the marketing team

## Qualifications Needed:

- Bachelor's degree (BA/BS) preferred; AA degree is acceptable with prior job-related experience
- Must be authorized to work in the United States

**Essential Functions:**

- Good written and verbal communication skills for both internal and external communications
- Ability to multi-task and take initiative
- Role requires a high degree of attention to detail
- Ability to take direction and absorb information quickly
- Proficiency with Microsoft Office (Outlook, Word, Excel) required
- Willingness to learn on the job and share experiences with other members of the team

**To Apply**

Please email your resume and cover letter to [marketing@gso.com](mailto:marketing@gso.com).

**EEO Commitment:**

GSO, a General Logistics Systems company, is an Equal Employment Opportunity (EEO) employer and is committed to a diverse workforce. We welcome all qualified applicants to apply to at GSO and we strive to select the best qualified applicant for each position in our organization. Applicants will receive fair and impartial consideration without regard to race, sex, color, national origin, age, disability, veteran status, genetic data, gender identity, sexual orientation, religion or other legally protected status, or any other classification protected by federal, state, or local law. GSO complies with all laws and regulations relating to employment discrimination, and are always committed to doing what's right.