Pyrotek

# MARKETING COMMUNICATIONS ASSOCIATE

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| **DIVISION:** | USA | **JOB CODE:** | 2400 |
| **LOCATION:** | Corporate Office (Spokane) | **JOB FUNCTION:** | Marketing |
| **DEPARTMENT:** | Marketing | **FLSA STATUS** | Non-exempt |
| **REPORTS TO:** | Global Marketing Mgr. | **EFFECTIVE DATE:** | 10/29/26 |

## JOB SUMMARY

The Marketing Associate is a hands-on generalist role on Pyrotek's Global Marketing team, responsible for executing a variety of day-to-day projects including copywriting, video editing, social media management, website updates, trade show support, and other related campaigns. This position will focus on translating complex engineered products and services into clear, credible messaging for global industrial customers, engineers, plant managers, and purchasing teams. As the Marketing Associate builds knowledge of Pyrotek's products, industries, and brand standards, they will progressively take on larger projects and greater independent responsibility.

## QUALIFICATIONS

Education/Experience*

Bachelor's degree in marketing, communications, graphic design, journalism, digital media, business, or a related field.

Experience in marketing, graphic design, video production or content creation (including internships, freelance work or substantial student projects) preferred, but not required. Exposure to B2B, industrial or manufacturing marketing, is a plus.

**Candidates should be prepared to share a portfolio of work samples of design, writing, or video.*

Knowledge/Skills/Abilities

Marketing and Creative Skills. Working knowledge of, or the ability to quickly learn Adobe Creative Cloud (InDesign, Illustrator, Photoshop and Premiere Pro), website content management systems, LinkedIn and other social media platforms, and email marketing tools. ability to maintain precise visual standards across typography, formatting, and layout. Ability to write clean, accurate copy and turn technical information from engineers and product specialists into clear, readable content. Ability to receive feedback on creative work and revise quickly.

Core People Skills. Ability to interact positively and work collaboratively with a diverse group of people at all levels of the organization and across the globe. Genuine demeanor, high ethical standards and values, personal integrity and honesty. Displays humility and adaptability. Ability to apply sound common sense to a variety of situations. Treats people with respect and inspires the trust of others. Entrepreneurial attitude toward work center excellence.

Communication Skills. Ability to speak clearly and persuasively in positive or negative situations, listen and obtain clarification, and respond well to questions. Proficiency in writing clearly and concisely and editing work for spelling and grammar. Ability to vary writing style to meet business needs.

Computer/Applications Skills. Proficiency in Microsoft Office applications, including Word, Excel and PowerPoint, and in SharePoint.

Core Business Skills. Ability to exercise sound judgment and discretion when handling proprietary and confidential information. Willingness to make decisions and work independently without significant direction, and ability to use resources effectively to "figure it out." Strong critical thinking skills, sound judgment and keen attention to detail and accuracy. Ability to work collaboratively within a matrix environment. Exceptional prioritization, time management and organizational skills. Ability to write routine reports and correspondence. Highly organized, detail-oriented and self-disciplined.

Professional Investment. Demonstrated commitment to professional development and lifelong learning.

Travel. Ability to travel domestically and internationally, up to 10%. Valid passport and driver's license, or ability to obtain.

## ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

1. Design and lay out print and digital materials including product brochures, data sheets, case studies, print and digital advertisements, trade show graphics, and presentations and signage, following Pyrotek brand standards.
2. Write, edit, and proofread copy for the website, news articles, press releases, newsletters, email campaigns, social media, and product literature. Gather information from engineers, sales staff, and customers and turn it into clear, accurate content for technical audiences.
3. Edit video for product and application features, customer stories, recruiting, events and social media. Assist with video and photography shoots at Pyrotek facilities and customer sites as needed.
4. Plan, create and schedule social media posts, primarily on LinkedIn and YouTube. Track engagement and report results.
5. Update and maintain pyrotek.com, including product pages, news, literature downloads and other content. Help with search engine optimization, fixing broken links and reviewing website analytics.
6. Help prepare for industry trade shows and conferences in the aluminum, foundry, glass and other markets Pyrotek serves, including booth graphics, literature, promotional items, shipping and pre-show promotion.
7. Respond to requests from Pyrotek sales teams and regional offices around the world for marketing materials, presentations and brand guidance.
8. Organize and maintain the department's library of photos, videos, logos, templates and design files. Track projects, deadlines and basic marketing metrics.
9. Learn Pyrotek's products, customer industries and manufacturing processes well enough to produce accurate, credible marketing content. Take on larger projects and more independent responsibility over time, with coaching from the Global Marketing Manager.
10. Promote positive team member and customer relations by supporting Pyrotek's commitment to a working environment of tolerance, acceptance and civility. Respond appropriately to inquiries, concerns and complaints by being professional, courteous and respectful at all times.
11. Maintain regular, consistent, reliable, punctual, and predictable attendance, as required to achieve internal and external customer satisfaction.
12. Actively and positively participate in problem resolution, demonstrating constructive communication, timely responses and effective resolution skills. Work effectively in teams both within the department and across the organization.
13. Actively support compliance with all relevant ISO management system standards.
14. Cooperate and comply fully with all Pyrotek policies and procedures. Actively support and follow the Pyrotek Safety Program.
15. Participate in company/department meetings, training activities, continuing education programs and other associated activities.
16. Consistently promote and communicate Pyrotek's core values through work performance and excellent customer service.
17. Perform other tasks as assigned.

## PHYSICAL/SENSORY REQUIREMENTS

*The physical activities described here are representative of those required of a team member to perform the essential functions of this position. Reasonable accommodation, if feasible, will be made to enable individuals with disabilities to perform the functions of the position.*

Must be able to sit for long periods of time, bend and reach, use stairs, lift up to 25 pounds occasionally and communicate effectively in English by telephone, in person and in writing. Must be able to use a personal computer, office equipment and telephone effectively.

## WORKING ENVIRONMENT

While performing the essential responsibilities of this position, the team member will generally work in an office environment with exposure to a manufacturing environment that may present loud noise, moving mechanical parts, and fumes or airborne particles. Personal protective equipment (PPE), including approved footwear, respirators, and safety glasses/goggles, may be required.

Team Member's Signature

Date

Pyrotek is an Equal Employment Opportunity Employer and does not discriminate on the basis of race, religion, color, sex (including pregnancy, gender identity, and sexual orientation), parental status, national origin, age, disability, family medical history or genetic information, political affiliation, military service, or other non-merit based factors.