

**Instructions:** Interested candidates should read the full job description to determine if they meet the requirements of the position. Only qualified candidates should submit resumes.



Interested parties can apply at: <http://www.innlink.com/careers>

**Job Title:** Jr. Marketing Manager  
**Department:** Marketing  
**Reports to:** Director, Marketing  
**Location:** Hendersonville, TN  
**Hours:** Full Time  
**Industry:** Hospitality

**Job Description**

Responsible for InnLink Marketing department projects including writing, designing and maintaining services collaterals, writing customer and marketplace communications appropriately positioning services and opportunities to grow customer's business, developing Marketing presentations, researching customer segments, creating and updating marketing materials such as the website and customer surveys. Assist Marketing Director with positioning of InnLink in the industry and our brands, InnLink CRS, InnVite CRS, BridgeLink and Windsurfer with their specific customer segments.

**Skills Required:**

The ideal Jr. Marketing Manager candidate should have the following skills:

- Excellent interpersonal skills—writing, speaking, and listening skills.
- 3-5 years experience applying marketing concepts including targeting customer segments, customer communications and product marketing to support sales team initiatives and broader positioning as an Industry Leader. Experience applying online marketing skills including social media and web analytics.
- Proficient computer skills, including Microsoft Office programs. Familiarity with Adobe CS2 Suite. Willingness to learn new applications including graphics programs and salesforce.com as required.
- Helpful attitude and willingness to work as a team across the company to meet objectives.

**Active interest in:**

- Learning hospitality industry, direct hospitality experience a plus but not required
- Working in a team environment
- Opportunity to contribute to a growing company

The Jr. Marketing Manager will capture customer feedback and document customer case studies. Candidate must be willing to learn InnLink, our internal systems including Salesforce, RESmatrix data management system and the CRS system as well as other departments within the company.