



## Digital Marketing Specialist – Dallas

### About the Company

TRI-KES is an innovative, socially and environmentally responsible company. We design, market and sell fashion-forward contract wallcoverings, fabrics and interior finishes — and back them with the friendliest, most reliable service experience in the architecture and interior design industry. TRI-KES is the go-to source of inspiration and a true partner in the success of design professionals, purchasers and end-users. Only TRI-KES has both the products that make spaces look great — and a commitment to making our customers look their best. That’s because our team is more passionate, more responsive and more committed to giving each customer on every project a “Woo-hoo!” experience. To learn more about TRI-KES and the products we distribute, please visit our website at [www.tri-kes.com](http://www.tri-kes.com).

### About the Opportunity

TRI-KES is interviewing exceptional candidates interested in joining its marketing team. This team member will coordinate and execute digital marketing initiatives, as well as act as the primary liaison between our web developers and creative team. Responsibilities will include but are not limited to:

- Partner closely with external vendor partners and internal team to keep all parties on target with web initiatives that support marketing strategies to meet company objectives
- Maintain an omni-channel customer experience ensuring the look and feel of brand standards is consistent online
- Create, write, update and maintain web content / data management in conjunction with product launches and overall online presence
- Develop strategy briefs outlining project scopes and schedules while monitoring deadlines
- Perform quality control testing and monitor content on live site including troubleshooting
- Provide reporting and recommendations based on Google Analytics
- Manage social media marketing campaigns

-see page 2 for more information-

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## Digital Marketing Specialist – Dallas (continued)

### Personality Characteristics

- Excellent written and verbal communication skills
- Must be a creative, innovative and data-driven thinker with strong analytical and problem-solving abilities
- Positive and energetic attitude
- Deliver high-quality materials when working in a fast-paced environment
- Strong attention to detail and organizational skills
- Proactive, self-starter capable of working independently to manage workload, as well as working collaboratively and efficiently in a team setting

### Qualifications

- Bachelor's degree in marketing, communications, graphic arts/design, journalism, related field or equivalent
- At least 3-5 years of digital experience, specifically website management
- Must be proficient in Microsoft Word and Excel. Experienced with Adobe Creative Suite products: Acrobat, InDesign, Photoshop and Illustrator
- Familiarity with Google Analytics tools and experience developing reports highlighting performance measurement
- Experience in social media platform management (LinkedIn, Twitter, Facebook, Instagram) and email marketing

### Benefit Highlights

- Salary
- Performance bonus
- Medical and dental plan
- Company sponsored SIMPLE IRA retirement savings
- Paid vacation, personal days and holidays

### Interested Candidates Please E-mail Resumes

[careers@tri-kes.com](mailto:careers@tri-kes.com)

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