



## Job description

Job Title: Marketing Associate

Location: Lower Burrell PA

Reporting to: SVP of Operations

Contract: Permanent, Full-time

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## The Company

Our mission at Smartbox is to ensure no one is left without a voice. We create assistive technology for disabled people who experience difficulty with speech, to communicate and live more independent lives. A big part of our culture is our passion, which drives us to continuously improve our products, services and ways of working, so the people who use our technology can achieve their ambitions.

Based in the UK, US, France, Germany and the Netherlands, with partners in over 40 countries, we are a leading supplier in the global augmentative and alternative communication (AAC) community. We don't take this for granted, and every person in our team is key to ensuring more people who would benefit from assistive technology can access it.

## The role

The Marketing Associate will play a pivotal role in the planning, coordination, and execution of internal and external events for Smartbox Inc. This hands-on position requires expertise in overseeing all event delivery aspects, from concept to completion. You will work across teams, supporting Smartbox's goals through expertly delivered events, including national and local exhibitions and conferences.

## Responsibilities

Plan, coordinate, and execute regional and national conferences and training events, acting as a single point of contact for event organization.

Production and distribution of marketing materials and on-site logistics:

- Maintain an up-to-date inventory of in-office marketing supplies, ensuring all print materials are current and new items are prepared on schedule.
- Assist with printing marketing collateral such as brochures, signage, and promotional giveaways for exhibitions and conferences.
- Manage booth design and coordination, ensuring all materials are shipped on time.
- Organize and confirm shipping of exhibit cases.

#### Coordinating national events across teams:

- Collaborate with suppliers and stakeholders to ensure seamless event execution.
- Develop event budget proposals that prioritize cost-efficiency without compromising quality; track expenses and deliver post-event financial reports
- Coordinate closely with the US Marketing Executive and the UK and Global Marketing Managers to align on event planning and execution.
- Set meetings with key stakeholders across the group on booth design.
- Share event schedules and plans across teams, establishing clear objectives such as lead generation, data collection, and training.
- Ensure event goals are aligned with broader marketing campaigns.
- Provide regular updates on event performance, including lead generation and ROI, to internal stakeholders
- Partner with the Communications team to develop pre- and post-event promotional content, including email campaigns and social media posts.

#### Webinars and trainings:

- Coordinate webinars and virtual training with the Clinical Education team.
- Assist with branding, design, and presentation slide formatting for internal and external presentations.
- Promote webinars/trainings to relevant audiences through email and social channels, working closely with the Communications team.

#### Education Technology:

- Support the wider marketing team with research tasks, such as identifying Education technology-focused events.
- Identify relevant sponsorships within the Education Technology industry.
- Manage conference lead data, logging this into relevant systems and ensuring all prospective customers receive a timely follow-up.
- Coordinate with the US sales team on education-focused marketing materials, maintaining the in-office inventory for sales team to distribute to potential customers.
- Collaborate on lead nurturing strategies with the US sales team.

*The successful applicant will also be asked to perform other duties on an ad-hoc basis and will need a proactive attitude to this.*

#### Essential skills

- Degree or equivalent experience in Event Management, Marketing, or Communications
- 2+ years' experience in events, conferences, or functions
- Flexibility to travel and adapt to dynamic event requirements

- Understanding of marketing communications, lead nurturing, and event promotion strategies
- Exceptional organizational and multitasking skills
- Proven experience in event management, including planning and execution of corporate events
- Strong stakeholder communication and relationship-building abilities
- Skilled in presentation design and working with design tools
- Valid driving license

### Useful skills

- Familiarity with operational processes such as shipping
- Negotiation skills are desirable

### Additional Information

- In this role, you will have the flexibility to work between your home and our office location in Pittsburgh. For this role, we require the candidate to work in the Lower Burrell office three times a week as a minimum.
- You will need to maintain a deep understanding and knowledge of all our products and their uses.
- You will meet and keep in regular contact with other teams in the business.

### Rewards and Benefits

Smartbox offers comprehensive benefits including:

- 401K retirement.
- HSA fund provided.
- Comprehensive medical insurance.
- Long-term sick leave.
- 23 days holiday plus 11 public holidays.
- Laptop and home working IT kit provided.
- Training and development opportunities.

### How to apply

We welcome applications from all communities and those from diverse backgrounds and groups. Please outline your experience and ability to excel in this role within your cover letter.

## Diversity and Inclusion

We are proud to be a Disability Confident Employer and one of the sponsors for Purple Tuesday- the #1 brand working to improve the experiences of disabled people as customers 365 days a year. We are fully committed to the employment and career development of disabled people. To ensure everyone has an equal chance, we're always willing to make reasonable adjustments to the recruitment process. Should you require further assistance or require any reasonable adjustments to be put in place to better support your application process, please do not hesitate to contact us via email: [jobs@thinksmartbox.com](mailto:jobs@thinksmartbox.com) or call 01684213075.

## Corporate responsibility

At our company, we are driven by a passion for making a positive impact on society, minimizing our environmental footprint, and meeting the needs of our stakeholders. We have been actively working towards becoming B-Corp certified, aligning ourselves with a global movement dedicated to eradicating poverty, protecting the planet, and fostering lasting prosperity for all. To learn more about our commitment to sustainability, please visit this link: [Corporate Responsibility and Sustainability](#).