



Marketing Specialist- B2B lead-generation experience (\$35-\$48k)

On-site: 5767 Thunderbird Road, Indianapolis, IN 46236

Company Description: Vesta Nutra is a premier cGMP and FDA-registered full-service contract manufacturer of nutraceuticals, dietary supplements and nutritional ingredients. Founded in 1996, they aim to deliver the absolute highest-quality nutraceuticals and supplements to every customer on time and at an unsurpassed value.

Role Description

This is a full-time on-site Marketing Specialist role located in Indianapolis, IN. The Marketing Specialist is responsible for creating, implementing and measuring the success of a comprehensive marketing, communications and public relations program that will enhance Vesta Nutra's image and position within the marketplace.

General Description:

- Create Monthly content calendar for Dr's Hope social media accounts
- Design content and post to social media accounts
- Work with team to create and execute Facebook Ads
- Inventory count (bi-weekly); both in-house and Amazon platform
- Amazon Inventory, 3rd party seller order, and Groupon/Ebay order fulfillments
- Trade show prep: assist with trade show, create check list, put together enough Vesta literature for each show
- Provide administrative support in other departments as needed
- Complete cGMP and SOP training-refer to Training Matrix for complete list of SOP training required for Sales/Customer Service
- Other duties assign

Qualifications

- Bachelor's degree in marketing, Communications, Public Relations, Business Administration or related field, or equivalent experience
- 2-4 years of experience in marketing and/or public relations
- B2B lead-generation
- Demonstrated experience creating and executing marketing campaigns and managing social media platforms
- Excellent written, verbal and visual communication skills
- Highly organized with strong attention to detail and ability to multi-task and prioritize
- Familiarity with SEO, SEM, Google Analytics, and Adobe Creative Suite is a plus
- Experience in the nutraceutical or related industry is a plus
- Microsoft Office, Excel, Outlook
- HubSpot or Salesforce is a plus