

## The **URBAN** Group, Ltd.

76-08 Rockaway Boulevard  
Woodhaven, NY 11421  
718-521-1141 telephone  
718-521-1142 facsimile

[www.theurbangroupltd.com](http://www.theurbangroupltd.com)



### **POSITION DESCRIPTION**

**Position Title:** **MARKETING ASSITANT**

**Reports to:** Vice-President of Construction

**Primary Location(s):** New York City 5 Boroughs

### **Position Overview**

Work directly with owner and VP to establish, promote, and create awareness of our business; Serve as first point of contact for current and potential clients via calls, internet outreach and future show room; Help develop future show room - design and functionality - internet interaction; In charge of marketing on a daily basis, including cold calls, follow-up calls and communications, direct mail campaigns, and web and email marketing based on daily/weekly/monthly goals; Coordinate sales efforts, arrange meetings with clients, maintain calendars and schedules in relations to marketing only; Participate in networking events, Chambers of Commerce, trade shows, customer site visits and seminars.

### **Experienced Required:**

Strong knowledge and interest in emerging media and ability to navigate all social media networks; Facebook, MySpace, Twitter, LinkedIn, etc.; Enthusiastic, outgoing and energetic personality; Must enjoy interacting with people, on the phone, electronically and face-to-face; Excellent communication, verbal, listening and personal relationship skills; Must be goal-oriented, task-driven, willing and able to take directions, and open to learning and implementing new skills; Must perform calling potential and current customers, to meet or exceed daily, weekly and monthly goals; A plus to possess a Marketing or Communications majors with 1-2 years of direct experience; Proficient in Microsoft Office tools, Word, Xcel, Access, Outlook; Highly organized and motivated self-starter, who can multitask, prioritize action items, and follow through to completion.

Qualified applicants to submit their resume with detailed project experience and salary history to [HR@theurbangroupltd.com](mailto:HR@theurbangroupltd.com). Please be sure to copy the position title into the subject line.