

## Job Description Summary

The MarCom Specialist will provide commercial teams with the right tools to activate and enable their sales activities. Develop customer communications engagement that supports the business growth, partnering with regional Sales and global MarCom teams to promote region commercial strategy at a world class level.

## Job Description

### Essential Responsibilities

- Support lead generation through customer campaigns/activities.
- Clear and consistent communication of our key offerings and value prop. Including trademark management, facility, and product branding, marcomms collateral, event attendance.
- Work with sales, engineering and product management to develop a suite of tools to enable the sales force; provide guidance for content entry and work with internal and external resources on tools as brochures, fact sheet, sales presentations, website content, reference lists, videos, interactive content, employee training (tech talks e.g. NPIs, project updates), employee portal (sales tool kits), Yammer forums, PC Current (market intel, project updates).
- Manage event participation including trade show participation, GE hosted customer events, source and secure technical/thought leadership speaker and panelist opportunities.
- Manage targeted customer campaigns/communications (typically via Marketo) including NPIs.
- Provide direction, content, and topics for internal and external storytelling.
- Provide visibility of region and segment strategy/priorities at the earliest opportunity. MarCom to be an active contributor to the plan creation to be effective in plan delivery.
- Partner with marketing communications to develop communications plan aligned with business priorities.
- Partner with Head of Communications and Segment Marketing-Communications leads to develop customer and sales collateral, and media content.
- Other communications activities as required to support the business.

### Qualifications

- Bachelor's Degree; major in Communications, PR, Business Administration or Marketing
- 4+ years of experience focused on internal communications
- Prior work experience that includes written & verbal communications, events, and project management

### Desired Qualifications

- Familiarity with apps and software such as MS Teams, Word, PowerPoint and Excel
- Ability to work well within a team environment, both virtually and in person
- Understanding of regional audiences and cultural sensitivities
- Strong writing and storytelling skills.
- Strong oral and written communication skills.
- Team player attitude with ability to work independently and manage multiple projects in a fast-paced environment
- Excellent interpersonal skills with a positive attitude and a learning mindset

## Additional Information

GE offers a great work environment, professional development, challenging careers, and competitive compensation. GE is an Equal Opportunity Employer. Employment decisions are made without regard to race, color, religion, national or ethnic origin, sex, sexual orientation, gender identity or expression, age, disability, protected veteran status or other characteristics protected by law.

GE will only employ those who are legally authorized to work in the United States for this opening. Any offer of employment is conditioned upon the successful completion of a drug screen (as applicable).

Relocation Assistance Provided: No

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