

Marketing Associate

Summary

VIM Technologies is seeking an energetic, creative, and motivated Marketing Associate to support our growing commercial marketing efforts. This entry-level position is ideal for a recent graduate or early-career professional interested in building broad experience in B2B marketing, digital communications, content development, lead generation, events, and marketing analytics.

Working closely with the marketing lead, social media committee, Sales, and other internal teams, the Marketing Associate will help execute initiatives that increase brand awareness, generate qualified leads, strengthen customer engagement, and support VIM's continued growth.

This role offers hands-on exposure to digital marketing, marketing automation, CRM management, content strategy, sales enablement, and campaign reporting.

Primary Responsibilities

Digital Marketing & Content

- Assist with planning, executing, and reporting Salesforce Marketing Cloud campaigns and customer communications.
- Create blogs, LinkedIn posts, newsletters, email campaigns, and other digital content.
- Coordinate website and landing page updates.
- Assist with basic graphic, video, and multimedia content creation.

Sales & Marketing Support

- Develop brochures, presentations, case studies, customer success stories, and sales materials.
- Support lead generation through contact research, list management, and campaign preparation.
- Collaborate with Sales, Product Management, and subject matter experts.

CRM & Marketing Analytics

- Maintain CRM data quality through validation, segmentation, and cleanup.
- Prepare marketing reports and dashboards measuring engagement and campaign performance.
- Learn and apply marketing metrics to improve future campaigns.

Events & Industry Engagement

- Coordinate webinars, customer events, conferences, and trade shows.
- Manage event logistics, registrations, promotional materials, and follow-up.
- Occasionally travel to industry trade shows, conferences, customer meetings, and user group events to support marketing initiatives that promote the VIM brand may be required.
- Research industry trends and competitors.

Additional Responsibilities

- Support day-to-day marketing initiatives and special projects.
- Contribute creative ideas to strengthen VIM's marketing programs.

Desired Skills & Experience

- Bachelor's degree in Marketing, Communications, Business, Digital Marketing, or related field, or equivalent combination of education and relevant experience.
- 0–2 years of marketing experience; internships and university projects welcomed.
- Excellent written and verbal communication skills.
- Strong organizational and time-management skills.
- Creative mindset with strong attention to detail.
- Proficiency with Microsoft Office.
- Experience with Canva, Adobe Creative Suite, Salesforce Marketing Cloud, CRM platforms, or CMS tools is a plus but not required.
- Interest in marketing analytics and digital marketing technologies.
- Professional, collaborative, customer-focused attitude.
- Willingness to occasionally travel to conferences, trade shows, and customer events.

Company Description

VIM Technologies is an established leader in environmental compliance software and consulting services. Our CEMLink platform, COMPAS services, and regulatory expertise help industrial facilities simplify compliance, reduce risk, and improve operational performance.

As VIM continues to expand its commercial growth initiatives, this position offers an outstanding opportunity for a recent graduate or early-career professional to build a rewarding career while contributing directly to the company's long-term success.

[Email to apply](#)