**Job Title: Marketing Assistant**

McGuff Company, Inc. (MCI)

**Marketing Assistant Job Description**

Are you enthusiastic, detail-oriented and looking to grow your marketing career? Join our marketing team as a marketing assistant! Our team is strategic, creative and passionate about growing the business – we hope you are too!

McGuff Company, Inc. was established in 1972 and is a family and veteran-owned business. McGuff is a leading provider of wholesale medical supplies and pharmaceuticals - [www.McGuff.com](http://www.mcguff.com/). We’re in the process of launching our new 503B outsourcing facility to produce compounded drugs – [www.McGuff503b.com](http://www.mcguff503b.com/).

The Marketing Assistant will report directly to our Chief Strategy Officer and work closely with our dynamic in-house marketing team to help leverage the McGuff brand and showcase our products to their maximum potential.

**Position Overview**

This is an entry-level position ideal for a recent college graduate looking to build a marketing career in the healthcare industry. The Marketing Assistant will support the execution of marketing strategies, assist in creating content and contribute to the overall success of our campaigns.

**Key Responsibilities:**

* Content Creation & Campaign Support:
* Assist in creating engaging content, including social media posts, emails, videos and graphics
* Schedule and monitor campaigns across channels like social media, email and website
* Data Entry & Product Management:
* Update and maintain product information across multiple websites, ensuring accuracy and consistency
* Assist in organizing and categorizing product data to improve accessibility and usability
* Support the team in managing large datasets related to inventory, pricing, and product descriptions
* Market Research & Analytics:
* Conduct research on trends, customer preferences and competitor.
* Track and analyze marketing campaign performance and provide actionable insights
* Event Support & Coordination:
* Help plan and execute promotional events, such as trade shows and conferences
* Coordinate with internal teams, vendors, and partners to meet deadlines
* Other duties as assigned

**Qualifications and Skills:**

* Bachelor’s degree in Marketing, Communications, Business, or a related field
* Internship or entry-level experience in marketing, communications, or a related role
* Strong written and verbal communication skills with attention to detail
* Ability to excel and drive value to the company
* Comfortable with identifying high leverage opportunities within marketing across all family of companies
* Proficiency with Microsoft Office Suite (Teams, SharePoint, Word, Excel, PowerPoint) and familiarity with marketing tech tools is a plus
* Basic knowledge of social media platforms (LinkedIn, Facebook, Instagram) as well as trends and best practices
* Ability to work independently and collaboratively as a team
* Creative mindset and a willingness to learn new methods, tools and technologies
* Multi-tasking and project management abilities
* Ability to communicate professionally, confidently and concisely, both written and verbally
* Self-motivated, responsive and dedicated to driving success
* Excellent interpersonal skills
* Enthusiastic contributor who can work well independently and as a part of a team
* Adaptable in project requirements and willing to embrace change
* Results-driven and focused approach to completion of assigned tasks
* Act professionally and comply with all company policies and procedures
* Ability to pass a background check and drug screening test

**Preferred Attributes:**

* Enthusiasm for the healthcare industry and a desire to make a positive impact
* A proactive and organized approach to handling multiple projects and deadlines
* Comfortable with speaking up and contributing ideas
* Interested in learning, growing and helping the team

**Why Join Us?**

* Be part of a supportive team that values innovation, creativity and professional growth
* Gain hands-on experience and mentorship in a dynamic marketing environment
* Opportunity to contribute to meaningful projects that support healthcare professionals and patients nationwide

**Job Type: Full-time, On-Site**

This is a full-time, in-office position with an 8-hour shift, Monday to Friday, in our Santa Ana office.

**Benefits:**

* Comprehensive benefits package:
* Health
* Dental
* Vision
* Life
* 401(k) with matching contributions
* Paid time off

If you're ready to bring your passion and expertise to our growing team, apply now!  We look forward to learning more about you!

**Application Instructions:**

Interested candidates should submit a resume and cover letter outlining their qualifications and interest in the role. Please include any relevant portfolio pieces or examples of previous work.