

Marketing Analyst

About Poten & Partners:

Poten & Partners is an international, employee-owned, company providing consulting, commercial advisory and brokerage services to the energy and ocean transportation industries. Poten has over 180 employees located in seven offices around the globe with offices in Houston, New York, London, Athens, Singapore, Perth and Guangzhou. Our global services include: ship and commodity brokerage, research, business intelligence, consulting, commercial advisory and business training.

About the position:

Poten is seeking a full-time entry-level Marketing Analyst to join our New York office in the heart of East Midtown, Manhattan. This position is ideal for a recent business, marketing or communications graduate. While previous energy experience is not required, a passion to learn about it is!

The candidate will work collaboratively with the marketing team to develop and implement the company's digital marketing strategy. This includes working with marketing analytics software to launch and track email campaigns, monitor website performance and SEO as well as social media engagement. Using HubSpot, WordPress, Google Analytics, Excel and other tools, the candidate will provide analysis that will support decision making and optimize the team's marketing initiatives. The candidate will also be responsible for updating and managing the company website to enhance page performance and visitor-to-contact conversion. The candidate will work closely with other internal departments (brokerage, consulting and business intelligence) to source original marketing content. He/she will also assist in the content development and publishing of a daily energy news publication. Other responsibilities include assisting with event planning and logistics for Poten's global event series and business training program.

Required Qualifications:

- Bachelor degree in business, marketing or communications.
- Strong computer skills including knowledge of Microsoft Office (PowerPoint, Word, Excel) and WordPress.
- Experience with marketing analytics tools and platforms (i.e. Google Analytics, HubSpot).
- Sophisticated and professional communication skills, both written and verbal.
- Independent self-starter with the ability to work collaboratively in a small-team environment.
- Extraordinary organization and time management skills.
- Creative and analytical mindset.
- Can-do attitude.

To Apply:

To be considered for this position, please email your cover letter and CV to careers@poten.com.

Unfortunately, due to the high volume of applicants, we are unable to contact each candidate directly – However, if you are selected you will be notified via phone call or email to schedule a phone and/or in person interview.