



## Marketing Professional (Part-Time)

### Job Summary

The Global Imaging Marketing professional will assist in planning, coordinating, executing and analyzing marketing activities.

This is a part time position. Hours are somewhat flexible and specific schedule can be negotiated during hiring.

### Marketing Responsibilities

Following is a list of items included in the job responsibilities.

This does not encompass all responsibilities and tasks.

- List Management
- eNews Campaigns
  - Assist in content creation & organization
  - Coordination & execution
  - Lead Distribution
- Trade Show & Event Detail Coordination
  - Coordinate with vendors on dates, locations and product, literature and sample needs
  - Pre-show marketing communications
  - Post-show marketing communications
- Assistance with planning and coordination of national ads with vendors and current events
- Co-Op Management
  - Tracking available vs. used dollars
  - Coordinating events and activities to use against
- Surveys
  - Questions / ideas
  - Organization and launch
  - Analysis of findings
- PR
  - Sign Search update
  - Buyers Guides updates
  - Submit PR to magazines
- Search Engine Optimization
  - Keyword research
  - Placement research
  - Site map submittals
- Assist with Planning & Research and Budgets
- Competitive analysis
- ROI Analysis per activity
  - Measuring results from SAP database against activity costs
  - Reporting on ROI
  - Future planning based on results



### **General Responsibilities**

- Answer phones and assist callers with their needs
- Act resourcefully and in an innovative way to solve problems and complete tasks
- Communicate constructively on problems, ideas or any other insights to assist in defining new ideas, policies, procedures and projects
- Accurately complete responsibilities and documents which are essential for the operation of Global Imaging' business

### **Qualifications and Requirements**

- Professional, creative and dynamic presence
- Strong interpersonal skills, ability to thrive in both collaborative and independent environments
- Excellent verbal and written communication skills
- Excellent time management skills, ability to juggle and prioritize multiple tasks, projects and information
- Strong computer skills
- A keen eye for detail with proven track record of having executed and completed projects on time
- Desire to learn about and participate in a fast paced, digital graphics world
- Must be creative with integrity and strong desire to learn
- Helps to have worked in an entrepreneurial environment in jobs past

### **Physical demands include:**

- Ability to carry supplies, parts, and equipment of various weights into various situations
- Car and air travel, including overnight travel

**NOTE:** *The above job description does not include all of the duties that a sales representative will be asked to perform while on the job. A sales representative will also be asked to perform other duties and handle other responsibilities. In addition, a portion of the all of the above job description may be changed or revised from time to time.*