

MARKETING POSITION/CUSTOMER CHAMPION WANTED. Established (since 1950), growing, adaptive company seeking confident, motivated and experienced professional team member. This person will work alongside the owner and will focus on internal marketing and marketing for our customers. This person should be prepared to work in a fast-paced, fun, flexible environment, help in other areas of the business, and work with autonomy. This position requires excellent verbal and written communication skills, customer service skills, and an understanding of direct marketing using multiple channels.

MINIMUM EXPERIENCE:

MARKETING: Needs an understanding of direct marketing principles.

DATA: Experience with Excel, including a working knowledge of simple formulas, or other database software for the manipulation of data.

GRAPHICS: Understanding of how to re-size and save images using image editing software. Understanding of the differences in using graphics for the web versus print (e.g. different formats and resolution)

HTML: Familiarity with Microsoft Word for editing and formatting documents

PROGRAMMING: not required

OTHER: Willing to learn and help in other areas

IDEAL EXPERIENCE:

MARKETING: Experience with workflow and content generation for the web, specifically, specifying how segmented, data-driven content and variable imagery will be presented via web pages. Experience with Landing Page marketing strategy – pages that are intended to be seen by very specific known individuals rather than “the masses” who might visit a home page.

DATA: Experience with databases and SQL. Experience with cleansing and managing mail file data (e.g. de-duping, suppression, casing, etc.)

GRAPHICS: Experience with Photoshop (or similar software) for the creation, editing, and design of images. Experience in creating images and graphics for the Web. Experience with the Adobe Suite of Programs.

HTML: Prior experience with HTML syntax. Have an understanding of JavaScript. Experience building Web Pages using Dreamweaver or FrontPage; ideally, experience hand-coding HTML.

PROGRAMMING: Experience with any programming language.

OTHER: Familiarity with web-based software used for email management.

Start \$15 per hour, two weeks vacation, seven paid holidays, two personal days, health insurance stipend, and retirement. Job application can be found at lakesprint.com/companyinfo/employment.html

Qualified applicants send resume and job application to rick@lakesprint.com