

JOB DESCRIPTION - SHAT-R-SHIELD, INC.

Position Title: Sales & Marketing Assistant
Department: Sales & Marketing
Reports to: Marketing & Communications Manager
Exempt Status: Salaried, Non-Exempt
Date Prepared: 1/31/11

Position Summary:

The primary purpose of this position is to assist in departmental duties that support efforts in marketing, sales, customer service, and product management.

Essential Duties and Responsibilities:

- *Provide assistance with website marketing tools such as social media, search engine optimization, and site tracking
- *Assist in effective copywriting and editing for projects including websites, sales literature, product spotlights, webinars, and press releases
- *Maintain inventory of sales literature; Keep literature organized and secure in storage locations
- *Assist in production of slide presentations, letters, forms, databases and other forms of effective communications
- *Coordinate trade show efforts to include scheduling, registration, ordering, shipping, customer leads, and post show activities; Maintain inventory and security of trade show booth materials
- *Consolidate sales leads from website, trade shows, trade magazines, and other sources; Coordinate follow-up efforts to include mailings, communications to appropriate sales reps; Maintain database for tracking purposes
- *Assist in efforts that support buying group activities including running reports, coordinating pertinent information, requirements, and communications
- *Assist in mailings of sales literature, product samples, and assembly of sales literature binders
- *Print various quantities of sales literature from electronic files (flyers, bulletins, letters, labels) and provide necessary distribution
- Assist in product management efforts to include research of competitive products through the Internet and trade magazines
- Maintain accuracy of contact information contained in databases for sales reps, distributors, OEM's and end-users
- Perform other duties as necessary that contribute to departmental goals; Provide timely, creative, and cooperative assistance
- Minimal travel required

Qualifications:

- Associates degree in related field required (Communications, Business Administration or Marketing); Bachelor's degree preferred
- 2-3 years of experience in a similar type role

- Computer literacy; experience in Windows and Macintosh environment, proficiency in Microsoft Office Suite necessary; Additional related software proficiency helpful
- Excellent attention to detail
- Ability to manage multiple projects simultaneously and operate with a sense of urgency
- Strong written and verbal communication skills
- Ability to work cooperatively with staff inside and outside the department

Supervisory Responsibilities:

This position does not have any supervisory responsibilities.

Equipment / Materials Used:

- Regularly uses a telephone, personal computer, printer/scanner, copier, fax machine, portable video projector, binding machine, and digital camera

Work Environment: The work environment described here is representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- This position works in an office environment with moderate noise.
- The position is required to wear safety glasses when in the plant area

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The employee is regularly required to sit, talk and hear, see, and use hands to grasp or feel.
- On occasion, the employee is required to stand, walk, and to reach with hands and arms, stoop or kneel, and bend or twist.
- On occasion, the employee is required to climb stairs.
- This position has to lift up to 25 pounds on occasion. For example, incoming or outgoing mail, stacks of invoices, may move boxes of copy paper, etc. in maintaining office machines / supply room.
- This position requires close vision and the ability to adjust focus.

*Denotes essential functions/duties