

JOB DESCRIPTION

JOB TITLE: Electronic Marketing and Maintenance
DEPARTMENT: Office
LOCATION: Milwaukee
REPORTS TO: Sales Director

GENERAL PURPOSE OF POSITION

The primary responsibilities are to coordinate electronic communications with existing customers and prospects and increase reoccurring revenue.

ESSENTIAL FUNCTIONS

Maintenance Program Production

1. Compile customer information for purposes of marketing maintenance programs.
2. Increase reoccurring revenue through maintenance contract, software assurance plans, and labor contracts.
3. Review existing customer files to determine configurations and pertinent information.
4. Send communications to customers regarding maintenance contracts, software assurance and pertinent dates of related contracts.
5. Follow up with customers to determine payment status of contracts.
6. Work with purchasing department to ensure ordering of required assurance packages.
7. Manage interrelationship between media and promotional activities.
8. Develops models and protocol for standard procedures and policies involving media and promotions.
9. Assist in coordination of marketing literature.

Email Program Production

1. Become proficient with Tiger Paw CRM package.
2. Keep email campaign lists current with customer contact information.
3. Implement email campaigns geared for customers and prospects.
4. Develop and implement survey program to existing customers, prospects and event attendees.

Web Program Production

1. Update existing web site with new content from manufacturers and Convergent Solutions events.
2. Execute web optimization programs and report finding.

Seminars

1. Work with management to create and organize customer and prospect seminars intended to generate sales.

Lead Generation

1. Perform cold calling and appointment setting duties for sales representative.
2. Execute prospect marketing efforts.

General Responsibilities

1. Maintain a responsible, professional manner when dealing with external customers as well as with fellow Employees.
2. Communicate properly and on a timely basis with external customers as well as with fellow employees.

SECONDARY FUNCTIONS

1. Create file folders for new accounts as needed.
2. Perform other duties as assigned.

QUALIFICATIONS REQUIRED

- ◆ Prior filing experience
- ◆ Good alphabetical and numerical skills

QUALIFICATIONS DESIRED

- ◆ Electronic marketing or marketing experience

ACCOUNTABILITY

- ◆ Responsible for correct and timely filing of invoices and purchase orders

WORK ENVIRONMENT

- ◆ Office