



## Tech Firm Seeking Marketing Wunderkind

### YOU:

- ▣ Love good design and hate, absolutely despise, the use of more than 3 fonts in one place
- ▣ Live and breathe the Interwebs (but won't spend 6 hours a day surfing it)
- ▣ Have Twitter, Facebook, MySpace (which you never use), Linked In, Delicious and Stumble accounts
- ▣ Can write real good
- ▣ Know what an href tag is
- ▣ Learn fast, really fast
- ▣ Are bothered when there are unread posts in your Google Reader
- ▣ Are incredibly curious, always on top of the next new thing, especially when it comes to technology
- ▣ Are detail-oriented and organized...because the rest of the Marketing Department isn't
- ▣ You not only read blogs but post comments as well...mostly without profanity
- ▣ Have an innate ability to simultaneously write web copy, talk to the



Marketing Director and email the latest PPC leads to the sales team  
☒ Hate to be micromanaged.

**If this sounds like you, read on.**

We're looking for a Creative Marketing Coordinator to join our team. We are a strategic technology firm based in Rochester, NY. We plan, design, develop, deploy and maintain technology solutions for over 400 clients in 5 countries. Our core capabilities include IT + interactive strategy and planning; application, web, mobile, and software development; web, mail and application hosting; and technology integration.

**Your days will largely be spent doing the following (as well as a hundred other things):**

- ☑ Assisting in the development and implementation of marketing and brand strategy
- ☑ Managing creative marketing projects from idea to completion
- ☑ Acting as the company's online voice by managing, sourcing, and writing articles/posts for the brand blog and company newsletters.



- ☑ Establishing and maintaining pages/accounts on social media networking sites such as Twitter, Facebook, MySpace, Angies List, Craigslist, YouTube, Linked In, Yelp, Digg, etc
- ☑ Maintaining consistency of message across multiple networks and media and working with the Director of Marketing to ensure proper messaging
- ☑ Drafting, editing, writing and proofreading copy for the web, blogs, brochures, email, etc.
- ☑ Using social media to drive traffic to the company's websites
- ☑ Working with creative agencies, marketing firms and other vendors
- ☑ Monitoring all web analytics (e.g., page views, Twitter followers, ) and providing reports
- ☑ Coordinating internal projects such as events, branding initiatives and other communications
- ☑ Manage the development of sales tools and initiatives
- ☑ Make sure all communications adhere to the Brand Guidelines
- ☑ Helping brainstorm and develop creative campaigns
- ☑ Designing PowerPoints (don't worry it's rare), simple websites, possibly a logo here and there and other collaterals while sticking to the brand guidelines.



### **What you'll need to bring to the table:**

- ★ Undying, passionate, over-the-top love affair with all things web
- ★ Working knowledge of Adobe Creative Suite including Photoshop, Illustrator and InDesign
- ★ A sense of humor
- ★ Absolutely, positively outstanding writing skills
- ★ Interest, curiosity, degree or mild obsession with any/all of the creative arts (graphic design, web design, writing – anything creative will do)
- ★ Experience with WordPress, basic html and content management systems is nice
- ★ Agency experience is a huge plus
- ★ Ability to prioritize based on deadlines
- ★ Minimum 3 years marketing or advertising experience
- ★ Bachelor's degree in something

### **What we'll bring to the table:**

- ★ Competitive compensation
- ★ Handy benefits package



- ★ 401(k) investment plan with matching contributions
- ★ Unlimited foosball
- ★ Employee gym with a Wii Fit for the not-so-athletic
- ★ Big time opportunities to grow

So, do you have what it takes to be creative and results-oriented all day, every day? Can you handle the crushing responsibilities of having to be 'smart' and 'interesting'? If so, you really ought to let us know as we're holding your place in the foosball tournament.

Interested, call us at 1-800-588-1741 or email us at [jobs@trimar.net](mailto:jobs@trimar.net)