



## Marketing Assistant

We want you! Your creative brilliance. Your positive attitude. Your commitment to delivering the best. And, if you happen to be good at ping pong...well, all the better!

### ABOUT US:

Join Baudville, Inc, *The Place for Daily Recognition*, a trailblazing business-to-business product innovator, catalog marketer, and Internet retailer located in the thriving City of Grand Rapids, MI.

Under one big building are the trifecta of teamwork: Baudville, IDville, and hi5. Baudville is an industry leader in providing day-to-day recognition solutions and awards for schools and the workplace. IDville specializes in photo identification systems and accessories that promote the safety of employees, students, and staff. And, hi5, our newest brand to join the team, offers innovative service awards and performance-based recognition programs.

Together our three brands serve business, education, government, and healthcare markets while setting marketing trends and pioneering new products.

### ABOUT THE OPPORTUNITY:

Baudville, Inc. is looking for someone who has graduated or is about to graduate with a marketing degree to join the IDville MarketingTeam. This position is an entry level position that offers a career development opportunity to grow and learn. The Marketing Assistant will be responsible for trade show planning, attendance, sales lead generation, and content creation for both web and print. The ideal candidate will be a proactive, tech savvy, assertive team player who can juggle a variety of assignments within a fast-paced environment, while continually bringing fresh ideation to the brand via continuous innovation in the areas of lead generation, content creation and brand communication via various mediums. He or she will have an interest in developing a sound overall understanding of the Photo ID and digital security industry, as well as Direct Mail Marketing.

If you have experience and/or education that meet the requirements of this position, we want to talk to you! Our combination of pay, bonus opportunity, benefits, hours, and fun work environment make this an excellent opportunity.

### JOB DUTIES:

*Job duties include, but are not limited to:*

- Responsible for lead generation for the IDville internal sales group, as well as providing cost per lead analysis and criteria by which leads are scored in conjunction with IDville's GM and Outside Sales Representative.
- Participate in overall lead generation ("Lead Gen") strategy for the IDville brand.
- Responsible for delivering on monthly "lead gen" projections set by IDville's GM in .
- Collaborate with a wide variety of functional areas such as IDville Management, marketing, design/development and operations to develop and provide effective lead gen programs, focused on IDville's vertical market opportunities.
- Collaborate with other marketing personnel (Primarily IDville's Marketing Manager) to ensure appropriate media mix for acquisition and retention efforts in the business marketplace, utilizing intelligence gathered while exhibiting/attending tradeshow, and conducting web-based customer interaction (webisodes, podcasts, etc...).
- Collaborate and have ongoing communication with IDville Product Group to collect and analyze financial, marketing, and sales information for expansion of IDville's product line.
- Coordinate or schedule the transportation of all IDville tradeshow assets from tradeshow to tradeshow. Occasionally will travel to attend tradeshow.

- Create and maintain an active presence on social media platforms, planning and executing blog posts, facebook and twitter presence, and innovative content for the IDville website. Will be responsible for email strategy and execution for the brand.
- Support established policies to reflect strong support of corporate goals and vision.

## **REQUIREMENTS:**

*The ideal candidate will possess:*

- Bachelor's degree in Marketing or Business preferred.
- Experience in Web Marketing preferred. Multi-product and program sales experience desirable.
- Good strategic thinker with previous social media, event planning, marketing and database experience a plus.
- Experience with email marketing and content creation preferred.
- Excellent organizational skills.
- Must be able to prioritize and demonstrate an ability to change priorities when the situation requires.
- Must have familiarity with basic software programs (Word, Excel, PowerPoint and/or similar database management), online/internet knowledge
- Be willing to travel within the US.
- Demonstrated ability to communicate effectively, positively and professionally with others using both verbal and written communication skills.
- The ability to thrive in a fast paced, results-oriented environment

At Baudville Inc, also known as *The Office of Positive Mojo*, we offer a challenging but rewarding work environment where employees respect and recognize each other. We are an equal opportunity employer dedicated to workforce diversity and a drug- and smoke-free workplace. Drug screening and background check are required. No phone calls please.