ABOUT US
Techworld is the premier language and cultural agency in the Midwest, in business for over 35 years. As a growing business, we are investing in sharp new team members to contribute to the success of our company. If you have energy and drive, then our team, training programs, and hands-on experience will enable you to learn valuable technical and business skills. You will have the opportunity to participate and learn about all aspects of our business – from sales and marketing to operations and finance. If you have exceptional presentation and communication skills, can adapt to new situations, and are looking for a chance to showcase your abilities, then this is your ideal opportunity.

ABOUT YOU
Do you have a passion for marketing? Are you someone who can think outside of the box to generate new business through marketing tools? The Techworld Marketing Specialist will be responsible for working with our team of Project Managers to achieve sales objectives by maintaining the company website, social media outlets, and creating, executing and tracking monthly marketing materials.

A DAY IN THE LIFE
• **Create:** Write blog posts and other content that will accompany Techworld’s marketing email campaigns.
• **Fulfillment:** Fulfill all marketing requirements by adhering to the current Marketing Calendar.
• **Prioritizing:** Establish marketing requirements by maintaining open, active communication with the Project Management Team.
• **Responsibility:** Take personal responsibility for all marketing activity and actively participate in all team meetings. Share ideas and concepts to increase productivity and efficiency.
• **Diligence:** Diligently maintain social media sites and website content.
• **Organize:** Assist in the segmentation and organization of contacts for email campaigns. Update CRM as needed.
• **Social Media:** Post weekly and manage Techworld’s social media presence.
• **Report:** Report on marketing campaign, social media, and website metrics.
• **Analyze:** Seek and analyze competitor marketing and sales materials across all mediums.
• **Communicate:** Collaborate with content writers, designers, and editors to drive website and marketing activity.
• **Other:** Other duties as assigned.
WHAT WE NEED FROM YOU

- Background in Marketing, Communication, Sales, or other related discipline
- Strong creative writing ability
- Excellent communication skills
- Familiarity with social networking sites
- Software skills in Microsoft Word, Excel, Outlook, and Internet searching
- A darn good sense of humor

ENHANCERS

- Adobe skills: Illustrator, InDesign, etc
- Study abroad or experience with international business
- Intermediate to fluent knowledge of a second language
- Interest and experience in foreign languages
- Personable, outgoing, open-minded, sense of humor
- Entrepreneurial, self-motivated, professional, quick learning

WHAT YOU’LL GET FROM US

- Enthusiastic, highly autonomous and collaborative environment
- Competitive compensation
- Flextime schedule
- Dog-friendly work environment
- Enthusiastic, high-energy and cooperative environment
- Opportunities for personal and professional growth
- One-on-one training
- Ability to work in a multicultural environment

To learn more, contact:

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