



Job Title: Business Development Communications Specialist
FLSA Status: Non-exempt
Salary: \$15.00 - \$20.00 per hour depending upon experience
Department: Business Development
Reports To: Director of Business Development
Direct Reports: None
Approved By: Primary Solutions & Insperty's Human Resources Departments
Approval Date: 9/29/2017

Summary:

The Business Development Communications Specialist is expected to present Primary Solutions in a positive manner to the public as well as to coworkers. This position will assist the Business Development staff with promoting the company and products using all appropriate resources. This position will be required to work as part of a team to develop ideas and concepts, written communications, and promotional materials while ensuring that company branding and messaging is consistent. This position will be the first point of contact for potential new customers, and will be responsible for scheduling sales appointments with Business Development staff. This position will also assist where needed in carrying out the duties of the department including assistance with special projects as needed. Firm experience using social media in a professional manner is needed.

Overview:

The Business Development Communications Specialist is a full time, non-exempt (hourly) position. This position will act as the point person at our main office for the Business Development team. The expected business hours are between 8am and 5pm, Monday through Friday. Occasional outside hours and travel maybe required for conferences but will be rare. This position requires an Associate Degree (A. A.) from two-year College or university; or one to two years related experience and/or training; or equivalent combination of education and experience.

Timeframe:

This position will be posted internally and externally for 2 weeks or until the position is filled.

Contact:

Please contact Jim Enneking, the Director of Business Development for consideration or to ask further questions about these positions. Jim.Enneking@PrimarySolutions.net. 614-430-0355 ext. 208.

Apply:

Please follow the link below to apply to this position or send your resume to Jim Enneking.
https://www.indeedjobs.com/primary-solutions/h/en_US

Essential Duties and Responsibilities include the following. Other duties may be assigned.

1. Make initial contact with potential customers who have requested information on Primary Solutions products
2. Schedule sales appointments for the Business Development Team with potential clients.
3. Work with the Business Development Team, Primary Solutions staff, and other agencies as needed to develop content for the production of promotional materials
4. Monitor scheduled marketing campaigns
5. Create and deliver press releases, media relations content, executive bios, corporate and product newsletters, and social media content
6. Deliver content via social media, blogs, email, or direct mail
7. Maintain external facing web sites
8. Create and maintain slideshows and webinar materials for the Business Development Team.
9. Maintain marketing library ensuring most recent version of materials are available to staff.
10. Coordinate outside conferences and events including registration, conference advertising, material preparation, and booth preparation, setup and teardown
11. Participate in marketing events such as seminars, and trade shows including "after work events"
12. Participate in brand strategy discussions
13. Monitor brand integrity across product lines
14. Manage video content

Other Responsibilities:

1. Uphold mission, vision, and values of Primary Solutions.
2. Contribute to a positive company culture.
3. Other duties as assigned.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience:

Associate Degree (A. A.) from two-year College or university; or one to two years related experience and/or training; or equivalent combination of education and experience.

Language Ability:

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization. Excellent telephone skills and etiquette.

Math Ability:

Ability to add, subtract, multiple, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

Reasoning Ability:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills:

Microsoft Office Suite, Email, Strong Social Media skills, Primary Solutions Software Products, Advisor, Gatekeeper, Infal, OhioDD.com.

Certificates and Licenses:

No certifications needed

Supervisory Responsibilities:

No supervisory responsibilities.

Work Environment:

The work environment characteristics described here are 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. The noise level in the work environment is usually moderate.

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.

While performing the duties of this Job, the employee is frequently required to sit, and talk or hear. The employee is regularly required to use hands to finger, handle or feel. The employee is occasionally required to stand, walk, climb or balance, stoop, kneel, crouch or crawl. The employee must occasionally lift and /or move up to 25 pounds. Specific vision abilities required by this job include Close vision, Color vision, and Ability to adjust focus.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

https://www.indeedjobs.com/primary-solutions/ hl/en_US