

LammTech is a dynamic and forward-thinking technology partner, providing integrated Information Technology services to a diverse range of clients. Our services span from proactive maintenance to strategic project management and comprehensive IT Management Services. We pride ourselves on identifying technological challenges and opportunities for our clients, developing effective solutions, and helping them achieve business growth.

We are currently seeking a dynamic marketer with a knack for strategy and a passion for technology. This role is perfect for someone who loves crafting compelling social media posts and blog content using tools like HubSpot, Canva, and Adobe Creative Suite. The ideal candidate will not only understand the tech industry but will also be adept at analyzing campaign results and driving improvements to align with our ambitious sales goals.

Job Duties & Responsibilities:

Strategy

- Conceptualize, develop, and implement marketing and advertising strategies, plans, and objectives to ensure the alignment of communications and messaging across all channels.
- Present and communicate ideas, program objectives, timelines and deliverables to sales and leadership teams, and provide instructions for use or promotion.
- Continually seek and research customers, prospective customers, and market insight data to inform marketing strategies, increase conversion, and generate more qualified leads.
- Conduct research to analyze market trends, customer behavior, and competitive landscape, and prepare reports by collecting, analyzing, and summarizing data.

Creative

- Create, develop, and send briefs to guide creative direction and coordinate with contractors to meet objectives for all communications including print, digital, and video assets.
- Execute specific areas of the overall marketing plan including emails, blogs, social media, campaigns, and surveys.
- Maintain promotional materials inventory and ensure all resources are current and accurate. Coordinate creation of new materials as needed.
- Oversee the development and implementation of the company's brand strategy.

Planning

- Planning and organizing internal and external events such as promotional presentations, webinars, meetings, events, conferences, and trade shows by identifying, assembling, and coordinating requirements, establishing contracts, developing schedules and assignments, and coordinating mailing lists and updating calendars.

Reporting

- Prepare reports on campaigns, emails, events, and social media platforms to identify the effectiveness and impact of current marketing initiatives with tracking and analysis and optimize accordingly (HubSpot).

Leadership

<p>Compensation / Benefits \$36,000 - \$40,000+ Based on experience</p>
<p>Benefits</p> <ul style="list-style-type: none"> • 100% of employee's premiums are paid by LammTech • Group Health • Vision • Dental • Life Insurance
<p>PTO and Paid Holiday</p>
<p>401(k) Retirement Plan</p>
<p>Business Hours 8am-5pm Monday-Friday</p> <p>Some overnight travel may be required for training and marketing events. All travel expenses paid.</p>
<p>Why LammTech?</p> <ul style="list-style-type: none"> • Join a collaborative and innovative team. • Contribute to meaningful projects that impact our clients' success. • Opportunity for professional growth and development. <p>Competitive compensation and benefits package</p>





- Accomplishes organizational goals by accepting ownership for completing tasks outside of normal job duties.
- Explores opportunities to add value to job accomplishments by updating job knowledge including participating in educational opportunities and reading trade publications.

Public Relations & Outreach

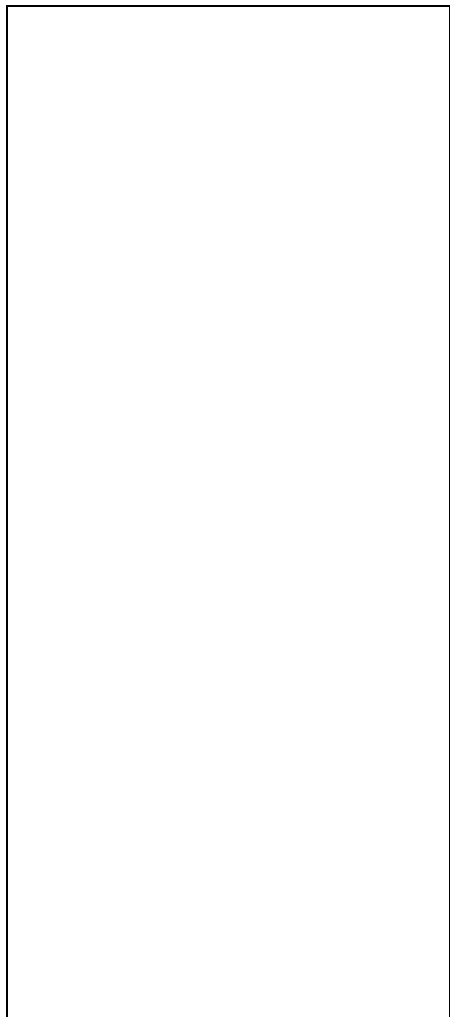
- Participate in business networking groups, local associations, and community events, to successfully articulate our corporate value and generate leads.

Qualifications/Skills:

- Must be a strong communicator with excellent verbal, written, and interpersonal skills.
- Must have good organizational skills.
- Must be a detail orientated person.
- Must manage their time well and independently.
- Must have interpersonal and social skills.
- Must be proficient with IT applications as needed to perform the job functions.
- Must think creatively and strategically.
- Must have excellent judgment and be comfortable working in a changing environment.

Education/Experience:

- 2 years’ practical experience in Marketing.
- HubSpot Marketing Hub experience required.
- Experience with Adobe Creative Suite, Canva, Fiverr and Word Press a plus
- BA/BS degree preferred.



MISSION

To treat our clients with respect. To be honest. To be fair. To be a great place to work. To be known as one of the best companies in the Midwest to do business with and to work for.

VISION

To continue to grow our company so that the staff has promising, long-term careers while preserving personal relationships based on trust and mutual success with our clients.

VALUES

Trust • Loyalty • Commitment • Honesty

We conduct business with integrity and professionalism and have a personal interest in your success.

