

Marketing / Research Assistant Job Description

Position Description

The ALICE Training Institute is seeking an entry level **Marketing / Research Assistant** that thrives in a fast, aggressive startup. The successful candidate will play a fundamental role in achieving our ambitious customer acquisition and revenue growth objectives. This is a full time position reporting to the Marketing Manager within our Class Expansion Sales Department.

Company Background

The ALICE Training Institute is changing how schools, universities and businesses respond to armed intruders. ALICE (Alert, Lock-down, Inform, Counter, and Evacuate), developed after Columbine, teaches strategies to survive a life-threatening event. Supported by educators and law enforcement organizations nationwide, from the Whitehouse to state houses around the country, ALICE is quickly becoming the new standard of care across the nation.

Job Purpose

Assist the class expansion marketing department, focusing on expanding communication, and broadcast of course communications. Support the work of Marketing Manager and execute on projects directed at maximizing course registrations.

Duties

The job duties include, but are not limited to:

- Achieve monthly departmental objectives working closely with CE Marketing Manager
- Provide support for marketed events as required
- Preparing email and fax campaigns
- Analyzing campaign performance and research results
- Manage and reply via email correspondence
- Document communications with current and prospective customers
- Preparing press releases
- Gather and analyze data
- Perform routine clerical duties as instructed
- Data entry
- Outbound phone calls in relation to class expansion efforts
- No travel required.

Duties (continued)

General

- Accomplishes department and organization goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- Maintains and improves quality results by following standards; recommending improved policies and procedures.
- Keeps management informed of all activity, including timely preparation of reports.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Skills/Qualifications

- High attention to detail
- Effective organizational skills
- Ability to work as part of a team
- Strong research skills
- Ability to precisely document communications
- Effective time management skills
- Ability to work without the need for constant supervision
- Highly motivated self-starter
- Strong IT skills – proficient in word processing, preparing / manipulating .xls and .csv files, and capable of learning additional software
- Ability to effectively multi task
- Flexibility and ability to work in an ever changing rapidly growing company
- Knowledge and experience in Salesforce.com a major plus
- BA/BS degree is not a requirement

Location

The ALICE Training Institute offices located at 3613 Reserve Commons Drive, Medina, OH 44256. This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, cloud-based CRM applications and several office solutions.

How to Apply:

- Only highly motivated, team players need apply!
- Email your cover letter and resume to stacie@alicetraining.com