



Marketing Assistant

Global-Z International was founded in 1989 as a database technology company, providing its clients with customized sales and marketing database solutions. Today, we are the market leader in worldwide address verification and correction solutions; with our pioneering technology, linguistic and cultural expertise, and superior customer service we offer our clients a competitive advantage in the international marketplace.

Due to our continued growth we are currently seeking a Marketing Assistant to support our Sales and Marketing team with particular emphasis on our Online Marketing. The Marketing Assistant position is located at Global-Z's headquarters in Bennington, VT, but for the right individual we will also consider a partial telecommuting arrangement (must be available for on-site work minimum two days per month).

Primary Duties and Responsibilities:

- **Web Marketing Support:** Assist the Marketing team in various web-based marketing efforts such as campaign planning and tracking, copywriting & editing, search engine optimization (SEO), pay-per-click (PPC) marketing, social media marketing (SMM), email marketing, and blogging.
- **Research & Prospecting Support:** Under the guidance of the Marketing team, conduct market and technology research to support new product development efforts. Proactively identify new business opportunities, direct leads to team members, follow up on contact requests.
- **Administrative Support:** Enter data, schedule calls, maintain email correspondence, answer routine product questions, process sales data, prepare progress reports, and assist in planning for trade shows.

Additional duties:

- Participate in technology-oriented presentations to existing and prospective clients.
- Participate in company financial and project meetings.
- Attend trade shows.

Required Skills, Qualifications, and Experience:

- A four-year degree in marketing or related business degree OR in lieu of a college degree relevant marketing-related work experience in a business environment.
- Experience with online marketing, such as SEO, PPC, eNewsletters, social media marketing, etc.

- Strong copywriting and copy editing skills.
- Proven Computer Proficiency (Microsoft Office Suite).
- Creative design and editing skills.
- Must be a motivated self-starter who enjoys problem solving and multi-tasking in a fast-paced environment.
- Must be highly organized, detail oriented, with excellent written and verbal communication skills and the ability to complete tasks under strict deadlines.
- Must have a professional and courteous demeanor to all customers, vendors, and co-workers, and show personal integrity beyond reproach.
- If interested in a partial telecommuting arrangement must have a home office with high-speed internet available and reliable phone service.
- Must live within a commutable distance to be able to spend at least two days/month at our main office in Bennington.

All candidates must currently be authorized to work for any US employer as Global-Z will not sponsor a work visa. Principals only, no third-party (recruiter, consulting firm) inquiries, please.

How to apply: please send your resume with a detailed cover letter to jobs@globalz.com. In your cover letter please describe how your experience, skills and qualifications match the requirements of this position. Additionally, please answer the following questions:

1. What interests you most about the electronic media marketing field and why?
2. What have you done to improve your knowledge in the Web Marketing field in the last year?
3. Please send us copies of, or direct us to samples of eMarketing-related projects you've worked on, identifying what specifically you did on the projects. For example, websites you've been involved with, PPC campaign results, eNewsletters you've written etc.

All applications that are complete will be promptly reviewed.
Thank you very much for expressing an interest in Global-Z International.

About Global-Z:

Global-Z is an Equal Opportunity Employer. We offer a friendly and supportive work environment that fosters professional growth and development. We take good care of our employees; all of us enjoy a comprehensive benefit package that includes health insurance, flexible spending account, paid vacation and holidays, paid personal and sick days, 401K with a company match, and many other excellent benefits.

To learn more about Global-Z, please visit our website at www.globalz.com. In our quarterly eNewsletters (<http://bit.ly/GZNews>) you can read what current Global-Z team members have to say about our company, just scroll down to the "Meet..." section of the newsletter.

Thank you again for your interest in Global-Z International!