



EIZO Rugged Solutions

## **JOB POSTING: Sales & Marketing Specialist**

### **OUR COMPANY**

Since its establishment in 1987, EIZO Rugged Solutions (ERS) has been a pioneer in high-performance computer graphics solutions for niche markets. We currently serve the defense, industrial, air traffic control, avionics and medical markets with rugged solutions for graphics processing, video capture, encoders, high-compression video recorders, and high-end visual display solutions. Our core strength is our ability to provide both configurable COTS (commercial-off-the-shelf) and custom engineered solutions designed to satisfy specific customer requirements.

### **THE ROLE**

EIZO Rugged Solutions, Inc., ([www.eizorugged.com](http://www.eizorugged.com)) is seeking an experienced professional to proactively lead inside sales support and marketing efforts. The individual in this role will lead our efforts for outbound marketing in the form of digital campaigns (email, social media, and website content) and cold-calling, lead generation through both inbound marketing campaigns and proactive researching, support to the sales team by handling customer service calls and generating quotes, lead qualification, and metric tracking for sales and marketing efforts. The nature of this role demands the individual be energetic, well-spoken, conversationally engaging (in person, online, and on the phone), able to create value for customers, and eager to help close sales and increase revenue.

### **RESPONSIBILITIES**

#### Outbound Marketing

- Develop and manage a strategic outbound marketing plan to generate leads
- Cold calling; making multiple outbound calls to potential customers
- Direct digital campaigns (email, targeted ads, geofencing ads, etc.)
- Direct marketing

#### Sales Support

- Answering potential customer questions
- Creating price quotes
- Updating/Maintaining database of prospective client information
- Tracking weekly, monthly, and quarterly performance and sales metrics

#### Inbound Marketing

- Develop and manage a strategic inbound marketing plan that generates leads and builds brand awareness
- Social media and website content creation & management

#### Public Relations / Marketing

- Public Relations strategy development and management
- Develop marketing collateral that is attractive and professional in appearance and is shareable in hardcopy or electronic formats



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## **QUALIFICATIONS**

### Required

- High School diploma or equivalent
- A creative individual that can produce rich content in writing, graphics, photographic, and other media
- Excellent communicator (verbal & written) and creative thinker, with an ability to use both data and intuition to inform decisions
- Energetic, outgoing, and friendly demeanor with an eagerness to produce new, qualified leads to grow our business
- Technical aptitude with the ability to understand the rugged electronics, video graphics, defense, and aerospace communities and products
- Must be self-motivated and self-directed with the ability to work independently and in teams
- Able to multitask, prioritize, and manage time efficiently
- Emotional intelligence (handle rejection and maintain positive attitude)
- Computer skills (MS Office, Outlook, CRM)

### Preferred

- BS/BA degree in a relevant field or equivalent work experience
- In-depth understanding of company services and its position in the industry
- Knowledge of sales process
- Previous inside sales and/or marketing experience or related sales experience preferred
- Salesforce® experience