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Sales and Marketing Specialist Sought

Eigenvector Research, Inc. Mission Statement

Eigenvector Research, Inc. (EVRI) is a Chemometrics research, software and consulting company located in Wenatchee, Washington. Chemometrics is the application of mathematical and statistical methods to problems in chemistry. Our mission is to provide advanced chemometrics tools and support for a wide variety of industries.

Job Description

As EVRI's Sales and Marketing Specialist you will be expected to "wear many hats." The right candidate must have a strong understanding of marketing fundamentals; solid writing skills, strong organization and project management skills, a high level of creativity and the ability to communicate well. It is expected that this position will initially be half time, but may grow to full time as sales increase.

An example of duties includes:

- Organize and compile lists of prospective customers based on information from business directories, industry ads, trade shows, web sites, and other available sources – in order to manage EVRI's customer and industry contact marketing databases.
- Track and manage leads from our website and coordinate/organize data into EVRI's customer management system.
- Work with EVRI staff to write and implement innovative communication tools such as newsletters, press releases, and web site content to promote our products and services.
- Coordinate and perform updates to EVRI web site (eigenvector.com) to reflect new software releases, short courses, etc.
- Plan and direct the development and communication of information designed to keep the end user and clients informed of EVRI's product releases, successes and accomplishments through social media (Constant Contact, Twitter, Linked-In, etc.) and other channels.
- Help organize, plan and coordinate EVRI's tradeshows, conferences and short courses.
- Coordinate EVRI's marketing materials within the company for distribution to the reseller channel and end user.
- Other marketing program assistance as needed to support EVRI's overall marketing plan.

A degree in Communications, Marketing or Public Relations would be a plus as would some background in Mathematics or the Chemical Sciences. Ability to use web and graphic editing and design tools required (e.g. Dreamweaver, Photoshop, Illustrator).