

# Job Title: Internet Marketing Associate



## ESSENTIAL FUNCTIONS

### Maximize our web and digital marketing to generate leads for our sales force to include:

- Work with vendors to improve site navigation and increase conversions
- Manage pay per click (PPC) advertising to drive additional traffic to our websites
- Work with vendors to improve search engine optimization (SEO)
- Update websites with current photos and information
- Work with others to manage product database and improve site content
- Assist Burke's rep firms to improve their websites and drive more traffic to Burke's sites
- Manage e-mail, database and digital marketing and market to customers
- Effectively manage monthly and quarterly e-mail blasts of newsletters, offers, etc.
- Manage distribution of the digital catalog to maximize lead generation
- Obtain multiple written price quotes/proposals for all outsourced materials
- Obtain and manage reciprocal links with associations, trade publications, etc. to benefit Burke's sites

## SKILLS AND ABILITIES

- Bachelor's degree (B. A.) from four-year college or university; or related experience and/or training; or equivalent combination of education and experience
- Minimum two to four years of experience with web and e-mail marketing is required
- Strong knowledge of Word, Excel and PowerPoint. Knowledge and experience with Google Adwords and Analytics required. Experience with web CMS systems, HTML and Flash a plus.
- Strong verbal and written communication skills are a must.
- Excellent copywriting, proofreading and editing skills.
- Experience with managing web site content is required.
- Strong project management and organizational skills.
- Interaction and experience in working with manufacturers reps/dealers.

Burke's office hours are Monday through Friday 7:30 am to 4:30 pm.

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