



REVISION EYEWEAR JOB DESCRIPTION

Job Title: **E-Business Marketing Coordinator**
Department: Marketing
Reports To: E-Business Marketing Manager
FLSA Status: Salaried – Exempt
Hours/Days Worked: 8:30AM – 5:30PM (Monday through Friday)
Location: Essex Junction, VT
Date: October 22, 2009

EMPLOYMENT OBJECTIVE:

The E-Business Marketing Coordinator provides support and fulfillment of on-going E-Business and web based marketing properties and campaigns. The E-Business Marketing Coordinator will primarily assist with the development of and maintenance of website content, social media engagement, on-line brand reputation monitoring and analytics consolidation.

Candidate will be energetic, self driven, results orientated with a positive outlook, an effective team worker, with strong communication skills, good listening skills and efficient organization and time management skills. The successful candidate will be web savvy and knowledgeable of Web 2.0 trends and applications.

SPECIFIC ESSENTIAL DUTIES & RESPONSIBILITIES

Assists the E-Business Marketing Manager in the day-to-day duties including:

- Utilize various Content Management Systems to update current websites and web properties.
- Update on-line store, promotional coupon codes, and product information as necessary.
- Assist with compilation of monthly analytics reporting.
- Basic understanding of HTML and underlying web technology, simple image manipulation and the effective use of social media and multimedia.
- Keep current with emerging web technologies.
- Data entry and contact list management.
- General clerical duties to include but not limited to: database management, digital asset organization, and archiving.
- May perform other duties as assigned and required.

KNOWLEDGE, SKILL & EXPERIENCE REQUIREMENTS

- Bachelors degree with focus on Marketing; E-Business; or Computer Science with the equivalent combination of education and experience.
- Energy, passion and positive can-do attitude required.
- Understands website development processes and content management systems.
- Basic Photoshop proficiency a plus.
- A strong interest in new media development and applications.
- Excellent interpersonal and communication skills, both oral and written.
- Excellent organizational skills and attention to detail.
- Proficiency in computer skills: Microsoft Word, Outlook, Excel, and PowerPoint required.
- Demonstrated ability to effectively plan and organize projects.
- Military experience is a plus.

WORK ENVIRONMENT:

- Office environment, some repetitive motion required.