



Position: Part-time Marketing Associate

Overview:

Athena SWC LLC, a growing Amherst NY based, outsourced new business development and sales support process services firm, is looking for aggressive, goal-oriented individuals that are interested in part-time, flexible employment in a marketing and sales centric environment.

We have an immediate need to build a resource base of part-time marketing professionals for our outsourced client base. We will use this environment to mentor, train and develop new employee opportunities to assist with our future company growth initiatives! Wonderful opportunity for those interested in developing skills and experience in a business-to-business, direct marketing management environment.

Compensation:

- **\$14 - \$15 dollars hour (commensurate with experience)**

Work Hours:

- 24-36 hours per week
- All work performed at Athena's facility

Functional Area Responsibilities

- Outbound call activities including lead generation, event registration, research and appointment scheduling programs.
- Customer Relationship Management (CRM) updates of campaign and market intelligence.
- List and database development, cleaning and email research programs.
- Research and Survey activities.
- Assistance with Market intelligence feedback, campaign management reporting and return-on-investment measurements.

Desirable Skills and Experience

- Ability to develop marketing campaign content for direct mail, email and sales call scripts
- Experience with Adobe Photoshop and MS Publisher
- Experience with Constant Contact and/or email marketing systems

Requirements:

- Bachelor Degree desirable or Associates Degree with work experience is minimum acceptable
- At least 1-year work experience within inside sales/phone sales.
- Must have business-to-business outbound sales and/or phone calling experience.
- Good working knowledge of the following computer programs: Microsoft Office (Excel and Word), Internet Explorer and email messaging/calendaring.
- Self-starter who works well in a highly collaborative/team environment.
- Strong written, verbal and communication skills.

To Apply:

Qualified candidates should submit resumes to wsalerno@athenaswc.com along with your definition of marketing. No phone calls.

****Must provide your own transportation.**