

Sales and Marketing Specialist

The Company

Lighthouse Imaging is a small, rapidly growing, OEM optical manufacturing technology company, located in the Lakes Region of Southern Maine. At Lighthouse Imaging, we develop cutting edge endoscopy products for the health industry to improve people's quality of living while reducing the cost of medical care, all done in a fast paced, exciting and rewarding environment. If this is the type of environment you'd like to work in, please send us your qualification for consideration.

Benefits

Lighthouse Imaging offers competitive salary and a comprehensive benefits package including medical, dental, 401(k) with company match, tuition reimbursement and many other perks and benefits with a clean, comfortable work environment. Lighthouse Imaging is an Equal Opportunity Employer.

The Role

Primary Function

This position primarily supports sales and marketing, will also perform administrative and office support activities for other departments. May assist full-time employees, subcontractors and distributors. Duties include managing the CRM system, trade show and event planning, posting content for social media channels, handling travel logistics, coordinating, creating or updating presentations, tracking sales and marketing budgets and expenses, preparing month end invoicing and communicating with clients, leads and prospects.

Principal Responsibilities

- Manage the CRM system to include preparing and analyzing monthly, quarterly reports, managing the database, and tracking business development pipeline
- Enter and modify sales-related data (i.e. order processing, sales orders, invoicing, vendor and customer backlog, cancellations) into company's internal information system.
- Partners with internal and external resources (e.g., Business Development Officer, Independent Sales representatives, Program Management Office) to produce weekly and monthly reports.
- Help set and meet goals for the Business Development team by working cross-functionally to align necessary partners around communications and marketing initiatives, working closely with the agency, CCO, and CEO.
- Work closely with the marketing team to develop marketing strategies and campaigns, explore and research new ways to reach and engage existing and prospective customers and participate in or drive the analysis of business data meant to help the team derive key insights about our prospects, clients, and product-market fit.
- Plan and coordinate logistics for visitor site meetings
- Welcomes guests and customers by greeting them, in person, via email, and on a multi-phone system; answering or directing inquiries.

- Conduct clerical duties, including filing, answering phone calls, responding to emails and preparing documents
- Excellent written verbal communication skills, as evidenced by an ability to interact with visitors, clients, accounting, and internal staff members of various interpersonal styles.
- Contribute and implement innovative ideas to help improve and produce ideal operational processes.
- Manages expectations and projects with a professional attitude by complying with company policies and procedures always.
- Perform other duties as required / assigned by manager.

Requirements

- Training, Skills, Knowledge and/or Experience
- Associate degree required (bachelor's degree preferred)
- 3+ years of experience in an office environment, preferably in sales and or marketing environment within a service-related industry
- Previous sales support experience
- Proficient in the use of Microsoft (MS) Office, with focus on demonstrated working knowledge of MS Excel, MS Word as well as PowerPoint
- Proficient with navigating in sales tools e.g. CRM software.
- Ability to work well in time-sensitive situations where customer satisfaction is the goal
- Ability to apply creative problem-solving techniques to situations using sound business judgment
- Excellent verbal and written communication skills
- Ability to multi-task in an effective, timely and professional manner
- Proven ability to apply attention to detail, role-related accuracy and task follow-through
- Team-oriented operating style with effective interpersonal skills that allow successful business interactions with individuals of all leadership styles, personalities, and career levels (e.g. sales, accounting, logistics, warehouses)

Education Requirements

Associates degree (e.g. A.A., A.S., etc.), may accept a high school diploma or G.E.D. with an equivalent combination of education and experience. Bachelor's degree preferred

Working Conditions

This job operates in a professional office environment.

Physical surrounding

This role routinely uses standard office equipment such as computers, phone, photocopier, filing cabinets and fax machine.

Physical Effort

While performing duties of the job, employee is regularly required to stand; walk; sit; use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; talk and hear.

Travel

Minor travel is required.

To Apply: Attention HR – HR@lighthouseoptics.com

Please include the position being applied for in the subject