

E-Commerce Marketing Representative

Description - You will be writing marketing copy for the website www.BroadenedHorizons.com currently under redesign. Implementing strategy developed with company president. Creation of print materials (product brochures) will be available on website for download/printing, serve as marketing materials for resellers and distributors, and eventually organized into a catalog. You should be familiar with or have a strong desire learn to utilize our studio lighting and green screen equipment for product photography and creating video demonstrations. Eventually assist with managing Google Adwords campaign, monitor other advertising and e-mail marketing campaigns, graphical design of magazine ads, etc. Depending on demand, you may be asked to assist with inbound phone/e-mail sales requests consultatively selecting and configuring most appropriate solutions to meet customer's individual needs and abilities.

Broadened Horizons, Inc. designs, manufactures, and markets unique adaptive technology providing independence to individuals with upper extremity limitations. We are a small, entrepreneurial company, growing rapidly and steadily since 2005 located in Maple Grove, Minnesota. The work environment is casual and very rewarding as your efforts directly impact and make a significant difference in our customer's daily lives. If you share our commitment and enthusiasm to improving the lives of people with disabilities, and you meet the requirements listed below, we look forward to hearing from you! Please feel free to visit www.broadenedhorizons.com to learn more.

Requirements:

Education - Bachelor's Degree highly preferred with 1 year experience. Associates degree in marketing or closely related field with 5 years experience minimum. Special consideration Masters in Marketing.

Experience - Minimum of one year experience creating marketing content. Portfolio of examples documenting achievements and success, meeting or exceeding goals for at least three to five years highly preferred. Candidates familiar with physically limiting disabilities or physically disabled themselves are strongly encouraged to apply (i.e. Paralysis, Muscular Dystrophy, Multiple Sclerosis, Cerebral Palsy, etc.)

Skills - Must be very computer savvy with a good understanding of SEO (search engine optimization) Internet marketing. You must possess excellent written communication skills ideally with experience writing marketing copy for web pages, print materials, video demonstration, etc. (Examples?). Familiarity using graphical layout & design (Adobe InDesign), image editing (Photoshop), and video editing tools is important.

Personality - To be successful in this position, candidate must be a highly motivated self-starter who is able, happy, and successful working independently without close supervision and comfortable with high standards of accountability.

Location - Candidate will ideally be local to Minneapolis/St. Paul but will likely work from home 75% growing to 95% after initial familiarization so appropriate non-local candidates will be considered. Separate office space with a door that can be closed when working from home required.

Compensation - Flexible: Salary or Hourly Base + Profit Sharing Productivity Bonus (\$25K-\$35K + \$5K -\$25K)

Broadened Horizons Inc. is an equal opportunity employer.

Interested candidates should e-mail their resume to Jobs@BroadenedHorizons.com. As a small company, all employees must work closely and collaboratively. Candidates are highly encouraged to provide a short, one paragraph, honest self-description of your personality followed by a 5 to 10 point outline of your primary strengths AND weaknesses related to the job requirements. This helps determine training requirements and ensure the strengths and weaknesses of each team member complement each other.