



POSITION:

Marketing Director and Inside Sales

CHALLENGE:

Step into a mid-size, fast growing specialty food distribution and manufacturing company as an Marketing Director and Inside Sales. Learn the business, help the company grow and prosper, and be rewarded through career growth and compensation. This is a career investment with a huge opportunity for the right person.

COMPANY PROFILE:

Cheesemakers, Inc. is a Specialty Cheese manufacturing and distribution company located minutes away from beautiful Lake Conroe, just North of Houston, Texas. Our brand of Jaimito Mexican Style Cheeses, Lone Star hand ladled Goat Cheeses and Texas Fresh Specialty Cheeses are manufactured and sold in major restaurants and retail chains across the Lone Star state and across the USA. We have (8) Distribution Centers across the USA. Cheesemakers, Inc. is in a rapid growth mode, with huge opportunities for advancement and prosperity for people who are dedicated, disciplined, focused and committed to excellence.

RESPONSIBILITIES:

Project Description

The employee will be expected to:

- Special Pricing Coordination – See work instructions
- Match up Special Pricing Credit Memo's with Special Pricing Sheets and Proof of performance Distributor / End User Sales Trackings and get approved by Office Manager.
- Work on CS Terminal 8 to 10 AM every Day with Office Manager.
- Generate website updates to www.cheesemakers.com
- Maintain all Marketing Contact in ACT! CRM Database
- Coordinate messages to be distributed on social media outlets including:
 - You Tube
 - Twitter
 - Face Book
- Update the YouTube Channel as new movies are made available.
- Generate Short Video Clips and upload to facebook.
- Coordinate e-mail drip marketing through Swift Page.
- Coordinate a customer newsletter
- Coordinate Product spotlights
- Maintain the marketing promotional calendar
- Update hard copy brochure content as needed.
- Provide photography assistance including taking pictures of products for product uploads



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- Update customer websites with product information
- Label management
- Identify website update opportunities and coordination of content for a logical user experience.
- Train and schedule content updates for Facebook and Twitter.
- Prepare marketing email guidance on content, distribution, etc.
- Assist with preparing newsletter
- Coordinate priorities for the marketing staff for the month.
- Provide training on how to perform Photoshop updates.

QUALIFICATIONS:

(4) Year Degree in Business Marketing. Hands on Knowledge of Adobe Design Suite (Photoshop, Illustrator, etc.) (Corel), Windows, Word, Excel, ACT!. Telephone sales experience helpful. Must have good communication skills. Bilingual (Spanish/English) helpful. Must be computer literate. Must be detail oriented. Must be on time. Must be reliable and dependable. Must be able to work independently.

SCHEDULE:

8:00 am - 5:00pm Monday – Friday., Must work Weekends and after hours for Special Marketing Events.

SALARY:

Base Salary: \$_____ **per Year** – This position is exempt from Over time.

Sales Commission after (6) months of service / training.

Health Insurance and Paid Vacation – 90 Day Probation Period.

LOCATION:

2266 S. Walker Road off Hwy.105 halfway between Cleveland (Hwy.59N) and Lake Conroe (Hwy 45N).

SUPERVISOR:

Owner and President – James C. Keliehor, P.E.

(Training and additional Supervision by Office Manager)

