

Internet Marketing Communications Specialist

Semcasting, Inc. develops solutions for the direct marketing and advertising industry including data and database marketing services for consumer targeting and acquisition. Semcasting has developed targeting products for direct mail, email and internet advertising. Semcasting works with resellers and directly with client organizations in retail, health services, politics, travel, and entertainment.

The proprietary assets include a patented predictive modeling technology platform and an internally compiled/developed database over 220M individuals and 120M households. We enhance each record with demographic attributes, purchase data, voting history, home ownership, and social data. Through an automated analytic process, Semcasting delivers statistically optimized targeting solutions to advertisers who are looking for prospective customers with a high propensity to purchase.

Semcasting has developed a breakthrough solution for connecting offline consumers to their online demographic, contextual, and behavioral footprint without compromising personal privacy.

The MarCom Specialist will help create the Semcasting brand for the next generation of product offerings for online and offline advertising using Internet tools to generate buzz and a following with Agencies, Advertisers and thought leaders in the industry.

DUTIES AND RESPONSIBILITIES:

- The candidate is responsible for writing and packaging corporate messaging and distributing it across multiple channels.
- Pulling together programs for PR, Internet & Keyword Advertising, Email Advertising, Trade Shows, and Social Media Promotions.
- Generating support materials including collateral, email promotions and the corporate site.

REQUIRED SKILLS AND KNOWLEDGE:

- Demonstrated familiarity and creativity with multiple forms of online marketing.
- Ability to communicate effectively. Strong promotional writing skills are necessary, along with strong design and visual communication skills.
- Digital agency experience on the program management side is a strong plus
- Experience with Open Source marketing and/or Social Networking a strong plus
- Experience in orchestrating and supporting viral marketing programs
- Knowledge of Office, PowerPoint, Illustrator, Web Analytics, Social Networks, Digital PR.

EDUCATION AND EXPERIENCE REQUIREMENTS:

- BS or BA
- Measurable marketing experience in the marketing industry.

COMPENSATION

- Salary commensurate with experience
- Health benefits
- Flexible Spending Plan
- 401(k) Plan

Please note – candidates should be eligible to work in the U.S. without sponsorship. Also, there are no relocation packages available.

Principals only – NO third party recruiters. Please put Job Code **IMS-0410** in the subject line and send your resume to employment@semcasting.com.