

CSR \ Marketing

Job Summary

Coordinate efforts to increase customer awareness through printed collateral, advertising, direct mail, phone calls and any other method.

Essential Duties and Responsibilities

Marketing Duties

1. Record and maintain inventories of all collateral pieces i.e. (scratch pads, lug. Tags, candy bars).
2. Manage database and mailing schedules on direct mail pieces.
3. Telemarketing on new leads for contact names and new customer needs, follow up on direct mail.
4. Coordinate monthly pieces (Thank You's, "invoice out of hat", luggage tags).
5. Maintain files on yellow pages, newspaper, radio, billboard, local programs A.P. prints.
6. Keep samples of all promotional releases for marketing calendar when produced and distributed.
7. Maintain ink, foil, outsource catalogs and paper swatch books.
8. Provide a clean and safe working conditions in your assigned area for yourselves and others.
9. Compile holiday database for gifts.

CSR Duties

10. Answer phones and greet customers.
11. Filing Job Tickets and estimates
12. To serve customers as primary contact, solving problems as they arise, gather information, and demand production fulfill the highest customer satisfaction possible.
13. To be familiar with your job tickets and track through production and communicate with customers or sales rep on potential delays.
14. Report any problems, questions or changes on jobs in progress. Forwards information to CSR \ Operations, sales or management to determine course of action.
15. Take advantage of new opportunities with existing customers for additional sales
16. To take job specifications from customers, passing specs to estimating and reply to customers with pricing and delivery times. Qualify orders matches to corresponding estimate.
17. Inspect proofs prior to going to customer to assure that instructions were followed in prepress.
18. Schedule proofs and press checks with customers.
19. Follow up on quotes with customer to determine "success ratio" and advise management.

Equipment Responsibilities

Additional non-related duties

1. Backup support on Luxury Home Magazine production cycle
2. Backup support for mailing and bindery
3. Deliver proofs & printing as needed
4. Advise management on any ideas or observations that will make us more efficient or productive.