 **Position Description**

**Marketing Specialist**

**Job Summary:**

This position will work with the Director of Sales and Service on all marketing and advertising decisions and be responsible for trade show coordination, website design and maintenance, advertising, market research and press releases.

**Key Responsibilities:**

* Plan the yearly Marketing and advertising schedule for both print (magazines) and digital mediums. Work with representatives from various vendors on placing ads and negotiating price breaks or special positions.
* Drive website design, programming and maintenance efforts.
* Write and design ads, brochures, direct mailers, and the yearly Product Guide. Arrange for final production. Coordinate technical diagrams, photo touch ups, etc.
* Coordinate activities for six-plus annual trade shows, both domestic and international.
* Conduct market research in order to identify new markets and opportunities.
* Write and send press releases for significant news worthy items.
* Maintain PR list database.
* Other duties as assigned.

**Required Qualifications:**

* Bachelor’s Degree in the field of Marketing or Communications or related field.
* Three plus years of relevant experience. Equivalent combination of education and experience may also be considered.
* Strong technical aptitude with the ability to understand mechanical, electrical, and software systems.
* Strong understanding of business principals.
* Excellent verbal and written communication skills.
* Proficient with MS Office Products (Word, Excel and PowerPoint).
* Proven ability to multi-task, prioritize and manage time effectively.
* Ability to travel up to 10%.

**Preferred Qualifications:**

* B2B marketing experience.
* Experience marketing capital equipment.
* Digital marketing experience.

**Company Description:**
Micro Control Company is an industry leading manufacturer of electronic burn-in test systems for high power logic semiconductors. Our large test ovens are capital equipment for major semiconductor manufacturers.

Micro Control Company offers competitive wages and benefits including health; PTO; paid holidays; a matching 401(k) plan and a discretionary profit sharing bonus. Please e-mail a cover letter and resume to: mcchr@microcontrol.com to be considered for this position (using the job title for the subject).

Micro Control Company
7956 Main Street NE
Minneapolis, MN 55432