

TagMaster

North America, Inc.

Sales and Marketing Assistant – Job Description:

Company Description

TagMaster is a world leading manufacturer of long-range RFID (Radio Frequency Identification) systems. TagMaster designs and markets a series of RFID products and information services associated with automatic identification. Our products are easy to integrate and provide excellent reading properties for non-contact, hands-free solutions.

Application areas for TagMaster's products include vehicle access and parking, transportation and security. TagMaster exports mainly to Europe, Asia and North America through a global network of partners, system integrators and distributors. TagMaster currently has more than 3,000 installations globally, often integrated with systems from one of our partners.

TagMaster is a young and dynamic company. We are growing rapidly and we are looking for hard working professionals within our Vehicle Access Control division. Visit our website at www.tagmasterna.com

Job Description

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

- Work 40 hours per week, schedule to be determined by agreement
- Benefits for successful candidate after 90 days.

Position Summary

The Sales and Marketing Assistant provides administrative support to the staff of the Sales and Marketing Department. Duties include general research, clerical, and project based work. The Sales and Marketing Assistant projects a professional company image through in-person and phone interaction.

Duties and Responsibilities

- Research new market opportunities
- Map out potential customers & competitors
- Determine unmet needs and market structure (channels)
- Contact and conduct initial follow-ups on sales prospects
- Coordinate with our marketing, sales, and technical groups to facilitate marketing functions (i.e. brochures, trade shows, etc.)

- Provide status reports to management on overall sales and marketing activities
- Create and modify documents using Microsoft Office, Excel and PowerPoint.
- Perform general clerical duties to include but not limited to: photocopying, faxing, mailing, and filing.
- Maintain hard copy and electronic filing systems.
- Setup and coordinate meetings and conferences. Coordinates employee travel (air/land, lodging, etc.) to and from marketing related conventions and conferences.
- Support staff in assigned project based work, including but not limited to:
- Develop procedures for contacting and qualifying leads
- Develop procedures for updating prospect information
- Develop procedures for competitive research and analysis
- Researching and purchasing of target advertising in all media for niche markets
- Correspondence to prospects and clients and prospects

Qualifications

- Experience/Interest in Internet media, publishing, software development, marketing and sales. Knowledge of RFID systems a plus.
- Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations.
- Ability to write reports, business correspondence, and procedure manuals.
- Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
- Must have strong organizational skills and pay close attention to detail
- Must be able to lift up to 75 lbs., when necessary
- Ability to work legally in the United States.

Supervisory Responsibilities

This position has no supervisory responsibilities. However, this position does provide guidance to staff members and coordination with outside vendors.

Education / Previous Experiences

Bachelor's degree (B. A.) from four-year College or University; or one to two years related experience and/or training; or equivalent combination of education and experience.

Other Information

Employees must adhere to all applicable TagMaster North America, Inc. policies and procedures. Regular and predictable attendance is required. Willingness and ability to work non-standard business hours, such as nights and weekends, on an as-needed basis is required. Employees must be able to cope effectively with deadlines and multiple demands. TagMaster is an e-business consulting and development firm that helps clients understand and leverage information and communication technologies to help their organization succeed. We work closely with clients to develop a detailed plan of action and make sure that plan is completed on time and on budget.

For more information on employment at TagMaster North America, Inc. please contact us at

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