



August 2022

**TITLE:** Marketing Specialist

**DEPARTMENT:** Business Development and Marketing

**REPORTS TO:** Director, Pre-Sales Support

**SUMMARY:** This position has much growth potential for the qualified candidate who wants to be part of a successful team of IT professionals, helping to contribute to our continued growth, year after year, since 1994.

Support all marketing activities from creation through to managing each asset, supporting the website updates (WordPress), helping to create and manage all corporate collateral and digital assets, supporting marketing and sales activities, coordinating marketing campaigns, customer case studies and testimonials, assisting in the development of presentations, proposals, agreements, engagement summaries, general documentation, and all other materials that support the Business Development efforts.

People-oriented person who can easily communicate with a small group of team members, in helping to coordinate all Business Development requirements, in supporting a larger group of IT technical services teams.

One who is willing to go above in providing high quality support.

**RESPONSIBILITIES:**

- Experience in launching and managing digital advertising campaigns, particularly in Google Ads and other digital marketing platforms.
- Understanding of Google products (i.e., Google Ads)
- Help coordinate marketing campaigns and develop target lists
- Maintain prospect and client information database
- Prepare and update marketing collateral for handouts and brochures
- Prepare presentations and proposals
- Maintain company web site
- Examine and execute on social media capabilities to build qualified leads
- Develop client case studies, coordinate client references, and prepare client engagement summaries
- Excellent verbal and written communication skills.
- Order marketing assets as required
- Support other departments as necessary.



**CONTACT:**  
[LWhaley@BlueHillData.com](mailto:LWhaley@BlueHillData.com)

**REQUIREMENTS:**

Minimum Education/Experience: BA/5 years work experience or equivalent life/school experience, preferably with experience working within an IT organization  
Proficient in Microsoft Office Suite, including Word, Excel, PowerPoint, Photoshop, Google Analytics, WordPress, and social media.

**ABOUT BLUE HILL:**

Blue Hill Data Services consistently achieves 100% client satisfaction by providing Private Cloud and fully managed 24/7 data center hosting solutions, and a full array of complementary IT support services.

We deliver all services from On-Shore, USA, and since 1994 we have supported government and commercial clients, helping them reduce their operating expense, eliminate capital expense, mitigate the risk of a retiring workforce, meet all regulatory compliance and audit requirements, and achieve 100% client success.

Blue Hill specializes in mainframe, and also provides multi-platform services and infrastructure solutions. We have successfully carved out a niche in supporting Mainframe mission-critical applications. Acting as our Clients' partner, we can support their environments either indefinitely or until they choose to get off the Mainframe, providing flexibility in reducing costs as utilization decreases.

Our differentiation is providing customized solutions, flexibility both in contract and solutions, cost effectiveness, and personalized attention. Our client's data center environment can be hosted within Blue Hills' private cloud facilities, or Blue Hill support services can be provided remotely to the client's site.

Our deep technical skills and longstanding experience enable us to support our customers' legacy environments as well as implement new technology solutions.

We do not force clients to upgrade or change the way they are used to doing business. This enables seamless transitions, minimizes risk and completes migrations in shorter timeframes.

We are proud of our 100% client satisfaction.