



CONTACT:
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JOB DESCRIPTION

February 2021

TITLE: Marketing Associate

DEPARTMENT: Business Development and Marketing

REPORTS TO: Manager, 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:

- Help coordinate marketing campaigns and develop target lists
- Maintain prospect lists
- Maintain prospect and client information database
- Prepare marketing collateral for handouts and brochures
- Prepare presentations and proposals
- Help to 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
- Order marketing assets as required
- Support other departments as necessary.

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



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ABOUT BLUE HILL:

Blue Hill Data Services helps commercial and government customers reduce their operating costs and minimize risk by providing fully managed 24/7 data center hosting solutions, and a full array of complementary IT support services including remote management support.

All services are delivered from On-Shore, USA, supporting customers worldwide and from all industries since 1994, with a production data center that has never lost utility power, and three backup data centers. We meet all regulatory compliance and audit requirements necessary to support our growing customer base.

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

Specializations include:

- Mainframe-as-a-Service (MFaaS) solutions, including all managed services offerings
- iSeries-AS/400 hosting and Managed Services
- Applications support and maintenance. These services help customers mitigate the risk of a retiring workforce supporting MF legacy applications. Customers also utilize these services as a necessary step in the roadmap to eventually transform their applications to newer technologies.
- Open Systems hosting and Managed Services
- Dedicated Disaster Recovery and Business Continuity solutions
- Colocation Services

Our deep Mainframe and Mid-Range technical skills and longstanding experience enable us to support our customers' legacy environments as well as implement new technology solutions. Acting as our customers' partner, we help address the need to maintain their Mainframe environment, either indefinitely or until they choose to get off the Mainframe, providing flexibility in reducing costs as utilization decreases.

We are proud our customer satisfaction 100% - we have never lost a customer due to poor service.