

JOB DESCRIPTION

Marketing Assistant – Directional Technologies, Inc.

Directional Technologies is seeking a Marketing Assistant to be an integral member of our team. This individual must be positive and focused on results, objectives and outcome. This is a hands-on position in a fast-paced environment. As the Marketing Department in a small company, you must wear many hats – from creating a project to full execution. You must have the ability to solve problems quickly, efficiently and with a positive attitude. You must possess a “see it, own it and solve it” attitude.

The ideal candidate would be extremely organized, team oriented and have strong written, verbal and computer skills. The marketing assistant will approach assignments and areas of responsibility in a proactive, self-directed, enthusiastic manner and seek to add value, show initiative and provide marketing knowledge.

Primary Duties:

- Maintain integrity of our CRM
- Coordinate, send out and monitor results of Email Blasts to increase open rates
- Utilize LinkedIn for social marketing
- Track and improve inbound qualified leads, monitor progress / conversions and update clients and salespeople
- Organize, schedule and promote regional workshops and national tradeshow presentations / exhibitions
- Organize, promote and run technical webinars for clients
- Additional duties as assigned

Communication of Culture

If you can commit to and live with the principles below, then you're the type of person who will be successful and help our company thrive. If you feel this level of accountability is not right for you, that you're not willing or able to engage with us at this level and take the steps necessary to do what you say you are going to do and be accountable for your actions ... in other words, live “Above the Line,” then we are not a good fit and you don't belong here with us. We understand that not every person is ready for this level of commitment, and we appreciate the honesty of those who decide this is not the right place for them. On the other hand, you would make an ideal candidate to join our company if you are willing to commit to the following “Above the Line” principles:

- Accountability ... See It, Own It, Solve It, Do It
- Become part of the solution
- Respect for others and their feelings
- Act now!
- “What else can I do?”
- “What coaching do you have for me? ... What can I do better?”
- Personal ownership
- Reject average
- Show others that you care

Requirements:

- B.A. or B.S. in Marketing or related field
- 1-3 years of relevant marketing experience
- 1-2 years of Salesforce experience
- Proactive, with a strong drive to meet deadlines
- Expert written and verbal skills
- Ability to organize and prioritize effectively
- Strong proficiency in computer programs – especially Excel and Word
- Possess a can-do attitude with an eagerness to contribute ideas and execute team initiatives

Preferable, but not required:

- Past construction experience and/or environmental remediation experience
- Photoshop

About Directional Technologies, Inc.

Directional Technologies, Inc. (DTI) provides directional drilling services for the utility and environmental industry. DTI specializes in horizontal remediation well installations and installation-related services, such as installation planning, constructability review, horizontal well placement, horizontal well screen design and well development for the environmental remediation industry. Founded in 1992, DTI used combined experience from the oil and gas, utilities and environmental industries to install some of the first horizontal remediation wells. Since that time, DTI has remained the creative driving force behind the advancement of horizontal remediation well technology and systems. The company has successfully completed over 1,000 horizontal remediation wells in the United States and abroad and continues to lead in innovation and excellence.

Our experienced environmental directional drilling crews have installed horizontal wells from coast to coast. The company is relied upon and prides itself for finding solutions for environmental remediation projects that were previously considered unfeasible. The company is the nation's leader in transferring traditional vertical well technology to produce more efficient horizontal well systems that result in rapid "No Further Action" status for even historically challenging sites.

Directional Technologies, Inc. is proud to be an Equal Employment Opportunity and Affirmative Action employer. We do not discriminate based upon race, religion, color, national origin, gender, sexual orientation, gender identity, age, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics.