

LECTRODRYER

JOB DESCRIPTION

TITLE: Public Relations Specialist

DEPARTMENT: Marketing

REPORTS TO: Marketing Manager

FLSA: Non-Exempt

Position Summary

Lectrodryer, LLC seeks a Public Relations Specialist in Richmond, Kentucky to research national and international market conditions to assist management in decision making and development of marketing and sales strategies. Position requires Bachelors Degree in Business Administration, International Business or related field; 2 years experience in the following: designing, proposing, implementing and supervising public relations strategy; digital marketing strategy knowledge; 1 year experience in implementation and supervisions capability of: search engine optimization, Google AdWords, relevant social media marketing, relevant social media advertising, data analysis, marketing automation, email marketing (marketing campaigns), copywriting, web development and design, HTML and CSS coding; 2 years experience in the following: coordination of presential and virtual expos/events; customer resource management knowledge and management; market research analysis; and industrial account management and sales experience. Spanish language proficiency also required. Qualified candidates submit resumes to kshanks@lectrodryer.com