



Dear Job Seeker:

Thank you for your interest in BitWise Fellows. As a member of the Fellows team, you will collaborate with other high-school students who have a passion for entrepreneurship as you run a small business in the midst of a competitive business environment. Fellows students provide technology-based Web planning along with Web design and development services for small businesses, non-profit organizations, schools, churches, and community organizations. Fellows employees have the opportunity to develop their business skills as they interact with clients and other companies in real-world situations. BitWise Fellows is an opportunity for students to grow and advance their business knowledge as they begin their careers. BitWise Fellows employees are mentored by the professionals at BitWise Solutions who are in related positions.

**Position description:** The marketing manager is mainly responsible for the generation of leads for BitWise Fellows. The marketing manager will define target markets for the Fellows and utilize search engines and other resources to find companies in need of the Fellows services.

**Reports to:** This position reports to the President of BitWise Fellows.

**Status:** This is a part-time position.

**Core Responsibilities of this position:**

- Representation of the Fellows in a professional business environment and attraction of prospective clients to the business.

## **Task Description**

### **Marketing**

- Development of an overall marketing strategy for BitWise Fellows
- Coordination of marketing campaigns and advertising efforts for the Fellows
- Creation and coordination of any press releases concerning BitWise Fellows and company projects
- Identification of certain target markets and sales opportunities ideal for the Fellows services (such as non-profits, community organizations, and small businesses)
- Attraction of new sales leads for BitWise Fellows
- Initial communication with the prospect to gain their interest in the Fellows services and the sending of any Fellows printed material to the prospect to help accomplish this
- Handoff of new leads to Fellows president for client meeting and proposal creation

### **Location**

This position is a part-time commitment based out of the BitWise Solutions office at 11460 N. Meridian, Carmel, IN. Office hours are held on Tuesdays and Thursdays (currently). During the school year, hours are from 4PM-7PM (currently). Summer hours are 1PM-5PM.

### **Compensation**

Employee will be paid on an hourly basis for working approximately 10-15 hours each week. Employee will receive payment bi-monthly on the 15<sup>th</sup> and end of each month. Employee will be eligible for bonuses throughout the year as well as scholarship opportunities.

### **Position requirements**

- Excellent people skills and ability to communicate effectively via phone, email, and any personal meetings with prospects
- Desire to work in a real-world business situation
- Ability to deal with adults in a professional business environment and present the Fellows well in a marketing situation
- The ability to gain clients' trust before they look to hire the Fellows services

- Employee's ability to be a self starter in his/her work along with a results-oriented personality
- Good organization and time management skills
- Good written and verbal communication skills
- Skill with Microsoft office tools and ability to create printed material which markets the Fellows services
- Good eye for Web site design and ability to effectively evaluate the sites of possible clients

### **Next steps**

If you are interested in this position and believe that you are capable of handling the responsibilities of this challenging job, please send your resume, in confidence, to:

[jobs@bitwisefellows.com](mailto:jobs@bitwisefellows.com)

For more information on BitWise Fellows, please visit our Web site at: [www.bitwisefellows.com](http://www.bitwisefellows.com)