

Visual Marking Systems (VMS) is a leader in high performance printing and custom graphic design of OEM Labels & Decals, Fleet Graphics, Signs, Banners & Window Graphics and Branded Apparel & Promotional Products.

Located in NE Ohio, VMS has more than 50 years of experience in serving customers from a variety of industries. We create custom decals, overlays, POS/POP displays, nameplates, vehicle graphics, apparel and more. Beyond just a printer, VMS offers a wide range of services from customized graphic design to graphics installation.

Badlime Promo and Apparel Division – Screen Printing/ Embroidery

VMS is in search of Apparel Decorating Assistants for our Branded Apparel Division, Badlime Promo & Apparel. No experience Necessary, we are seeking candidates who are willing to learn one of the following areas: apparel screen printing or other types of UV ink printing or embroidery.

Ideal candidates will be creative, self-motivated, and possess exceptional work ethic, quality consciousness, and a good attendance history. Positions require uncompromising attention to quality, and individuals used to working in a fast-paced environment. Physical requirements include standing for extended periods and occasional lifting of 25 pounds.

VMS offers a very competitive salary, 401K plan with company match, heavily subsidized health, dental, vision, life and accident and disability insurance, plus profit sharing. It is a very clean, safe environment to work with dedicated and talented co-workers.

Digital Marketing Coordinator

SPECIFIC DUTIES AND RESPONSIBILITIES:

- Promote a positive image of Custom-Printed Graphics by VMS and Badlime to core markets (OEM Labels & Decals, Fleet/Vehicle Graphics, Branded Apparel, Corporate Identity & Branding).
- Implement marketing campaigns for OEM and Fleet buyer personas utilizing an inbound strategy with Hubspot Marketing Automation Platform.
- Assist in management of Hubspot Website Content Management System for vmsinc.com. Create email campaigns/offers, landing and thank you pages, complex workflows, conversion forms and reports.
- Generate high-quality digital leads from multiple channels (organic, paid, direct and social), monitor daily lead activity through Hubspot while leveraging data to help the sales team prioritize leads. Ensure CRM consistency across entire sales team and continued education on updates to the platform.
- Create product/market driven presentations, sales collateral, and marketing materials such as press releases, case studies, promotional literature, website and blog content, digital & printed advertisements, etc.
- Conduct market research to develop prospecting opportunities for business development team.
- Conduct SEO optimization/keyword research.
- Manage social media accounts for all VMS brands.

- Report success of marketing and sales efforts by tracking results of all inquiries and campaign results and analyze effectiveness.
- Plan and manage events or trade shows, develop budgets, handle paperwork, plan displays, etc.
- Collaborate in-department and across functions to achieve deliverables.
- Complete other duties and special projects as assigned.

Required Experience

- Bachelor's Degree in business, marketing, journalism, communications, or related.
- This is an entry-level position, looking for demonstrated experience in a marketing internship.
- Exceptional writing skills with a professional posture and the ability to adapt for various audiences and channels/formats.
- Microsoft Office Suite and Adobe Creative Suite.
- Strong interpersonal communication and project management skills.
- Display excellent methods of personal organization and the ability to meet shifting priorities/deadlines.

Preferred Experience

- SEO optimization and Google Analytics knowledge is a plus.
- Graphic Design experience with CorelDRAW Graphics Suite.
- Video editing/software experience.

Customer Relations Executive / Strategic Account Manager

Summary: This position is accountable for receiving customer orders and account inquiries and properly communicating appropriate actions to meet customers' requests. Serves as point of contact for business issues, returns, orders and servicing of accounts. This position is responsible for developing and growing long-term relationships with customers within assigned accounts. Ensure the timely and successful delivery of our solutions according to customer needs and objectives.

Responsibilities:

- Responsible for daily order entry, post-sale service including issuing RMA's, problem solving, shipment notification, order status updates, prioritizing, expediting and maintaining specified timelines.
- Navigates multiple computer, telephone, business systems, email, ERP, order entry, web portals and applications proficiently.
- Must be able to build positive, productive relationships with customers and team members.
- Build positive, productive and long-lasting relationships with customers, and team members
- Develop a trusted advisor relationship with key customer stakeholders and executive sponsors
- Capable at multi-tasking in fast pace work environment, within a Business-to-Business manufacturing environment
- Actively searches and identifies new opportunities and proficiently upsells customers in a collaborative team selling environment

- Communicate clearly the progress of monthly/quarterly initiatives to internal and external stakeholders

Minimum Qualifications

- Strong organization, time management, and multi-tasking
- Excellent phone communication as well as interpersonal, verbal, and professional writing skills required.
- Self-starter with ability to work independently, minimal supervision, and participate in order entry, sales process and internal training process
- Experience in delivering client-focused solutions based on customer needs

Education / Experience

- Associate degree or equivalent with a minimum of 4 years experience in related customer service/order entry/sales role.
- Experience with Microsoft suite, including: Word, Excel, PowerPoint, Outlook required
- Experience reading and interpreting blue print drawings/ engineer prints a plus
- Experience with the printed graphics industry is a plus
- Experience using Infor/Syteline ERP system a strong plus.
- This position requires minimal travel (less than 10%)