

JOB ANNOUNCEMENT

RMB Environmental Laboratories, Inc. seeks a **Marketing and Publicity Coordinator**. The Marketing and Publicity Coordinator (MPC) is accountable for coordinating and managing marketing, indirect sales, and publicity efforts to promote the RMB and its services throughout its geographic footprint. The MPC role fosters and develops client relationships in support of the RMB's directives and client centric business model. This is a full-time permanent year-round position where we would like an individual to begin as soon as possible in our Detroit Lakes office.

RMB Environmental Laboratories, Inc. is located in Detroit Lakes, Minnesota. Detroit Lakes is a city at the center of "lake's county" in northern Minnesota with a resident population of approximately 8,500 people that swells in the summer as a tourist destination and place of summer fun for people with lake homes that travel from nearby Fargo-Moorhead. More information about Detroit Lakes can be found at <https://www.visitdetroitlakes.com>. More information can be learned about RMB Environmental Laboratories, Inc. by visiting our webpage at www.rmbel.info.

Please submit a cover letter that includes a description of your qualifications and how they meet the job description, an unofficial college transcript, three references, and a resume to Gina Schauer at robert.borash@rmbel.info or by mail to the following address:

Robert Borash
RMB Environmental Laboratories, Inc.
22796 County 6
Detroit Lakes, MN 56501
218-846-1465
Robert.Borash@rmbel.info

Position Title: Marketing and Publicity Coordinator

Start Date: As soon as possible

Wages: Commensurate with experience \$15.00 - \$24.00

Benefits: Health Insurance, Retirement (matching IRA), PTO

Position Type: Permanent, Full-time, year-round

Major Duties/Responsibilities

Research, prioritize, and implement best practices to drive customer awareness and revenue growth through various marketing strategies. Provide project insight, design and support to the company's business development, marketing, publications, public relations, publicity/media relations, advertising efforts.

Business Development

- Strategic planning on business development and increased sales revenue.
- Targeting new and existing private and public clientele
- Develop growth strategy for new and existing company service lines covering entire RMB footprint.
- Promoting RMB services to its patrons, identifying new markets for growth, implementing marketing and promotional strategies to achieve growth.

Outreach

- Become member of client technical/ committees both (but not limited) locally and regionally.
- Maintain constant awareness of trade shows and marketing events where RMB can/should be present, representing RMB at conferences and other relevant local/regional events.
- Actively promote awareness of RMB's service lines to targeted markets
- Must adapt to future marketing ideas and communicate with upper management on those certain tasks
- Project Development and potential management of these projects and duties

Coordination and Supervision

- Position reports to the VP of Business Development but works closely with the entire team including the CEO, CFO and service department managers.

Strategic Input

- Participate as acting representative on the company's Operations Management Team (OMT)
- Review and edit business development plans and provide recommendations related to proposed logistics as related to service lines.
- Provide insight and support on all aspects of your position as RMB management deems necessary