

March 2010

Interactive Projects Coordinator

We're looking for an individual who has a passion for technology, is a quick study, creative thinker and a good communicator to join the LKM team as an Interactive Projects Coordinator. At LKM, we prove ourselves every day by taking complex marketing challenges and turning them into smart, simple solutions. Our creative thinking is applied to web sites, public relations, collateral and design, direct marketing and employee and trade communications. All designed to seamlessly reinforce a smart, simple brand identity.

Our culture is one where we strive for creativity, accomplishment, integrity and personal growth. We expect and encourage each other to be intelligent and disciplined, organized yet flexible, trustworthy and mature, with a positive attitude and a sense of humor.

Individual will serve as a projects coordinator within the interactive team for the North Carolina tourism account. Two to three years, full-time experience required. Education and/or degree alone not sufficient. Agency background a plus.

Requirements Summary:

- Advanced computer skills.
- Overall understanding of web development process.
- Strong design sensibility and sensitivity.
- Good grammar, spelling and proofing capabilities.
- Familiarity with the state of North Carolina.
- Strong planning and time-management skills and work ethic.
- Ability to think analytically based on business objectives and client needs.
- High comfort level with numbers and constant reporting needs.
- Familiarity with other communication vehicles, especially online media and social media.
- Familiarity with meta-tags and SEO/SEM processes a plus.
- Ability to work independently as well as collaborate as an effective team member.
- Extreme attention to detail and an uncommon persistence while remaining flexible and adaptable to change.
- Self-teacher: motivated to constantly learn and increase skill-sets.

Duties:

- Update and manage schedules for numerous projects and programs, interacting with all other team members.
- Manage back-end Admin or CMS system; uploading stories and other content, adding images, adding video, and setting links and setting content relationships.
- Work with outside partner for pushing live various website pieces that are outside our scope in the Admin.
- Manage extensive email program; routing content, testing and ensuring all drop dates are met.

- Assist with several other related websites as needed, as well as on any other projects.
- Understand and pull analytical reports. Fill in workbooks for performance trending knowledge, and share with overall team. Send select reports to outside sources.
- Review website "Comments" and decide validity of pushing live or disapproving.
- Read and reply to all "Contact Us" inquiries with helpful and useful responses.
- Maintain organizational system on client server for all work on tourism account.

If you think this position sounds exciting and a good fit for you, please send your resume to:

HR@lkmideas.com