



a Civica Group company

Creative Microsystems, Inc.
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MARKETING INTERN POSITION

Company: Creative Microsystems, Inc.
Address: 52 Hillside Ct.
Location: Englewood, OH
Application Deadline: January 27, 2012
Position: Part-Time, Paid
Timeframe: 02/06/12 - ? (*Dates Flexible*)

Description:

CMI has over 50 employees at our Englewood, Ohio location. Civica, our parent company, has more than 1600 employees around the world and has an unbroken history of profitable growth. Together we have significant experience in solutions for government accounting, marketing, finance, public safety and court software. CMI is a Dell Premier Partner and a Microsoft Silver Certified Partner. We strive to offer all of our clients the latest technologies and provide efficiencies in their workplaces.

We are currently seeking college juniors or seniors to join our team for a Marketing Internship. We will provide qualified individuals with outstanding education and growth opportunities. If you are a high energy individual with a strong work ethic, excellent team skills and outstanding communication skills, we would like to speak with you.

The position is part-time during the academic year with the possibility of a full-time summer position. We require a minimum of 250 work hours (this averages approximately 16 to 17 hours per week) during the fall and spring school semesters. If we elect to extend our internship program into the summer, we would require forty (40) work hours per week.

Additional information about our firm can be found on our Web site www.civicacmi.com

Responsibilities:

MARKETING DUTIES:

- Become proficient in the use of our Customer Relationship Management database program to retrieve key information, facilitate client mailings, and to manage various prospective client lists.
- Assist with the ongoing enhancements to our Web site including the coordination of posting audio/video files.
- Work to build our media contacts database to enhance our public relations efforts.
- Assist with writing, proofreading, and delivering our Quarterly Client Letter.
- Assist with the coordinating of our direct mail campaigns.
- Research potential new marketing services.
- Update various prospective client and new client lists and charts to track referral sources and new revenue.
- Assist in the building of a marketing database of potential clients.
- Research and analysis of market opportunities.
- Help in the development and preparation of marketing letters and materials for prospective clients.
- Aid in the maintenance of our marketing materials.

MISCELLANEOUS DUTIES:

- Perform general office duties—approximately 15% to 20% of the position.

Requirements:

NECESSARY SKILLS:

- Microsoft Word, Excel, PowerPoint, Outlook, Internet Explorer
- Strong communication and grammar skills

Contact:

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