

**Position:** Sales and Marketing Coop  
**Business Unit:** T&B  
**Department:** Sales  
**Reports To:** Director of Sales  
**Status:** Full Time  
**Assignment Term:** Fall 2017/Spring 2018  
**Location:** Melink Headquarters, 5140 River Valley Road, Milford, OH 45150  
**Start Date:** Based on student availability



**Responsibilities to include:**

**Business Analysis**

- Works with internal and external stakeholders to understand market and customer needs. Uses data mining skills across a variety of information resources to identify key trends, validate hypotheses and solve business problems.
- Co-leads primary and secondary market research efforts to support assigned projects and initiatives. Provide presentations to management for approval, feedback, and identification of next steps, which could include developing a business case.
- Monitors key sales and profitability metrics and reports on trends and opportunities to management.

**New Business Development**

- Works with Business Development Manager in identifying and executing on new business opportunities. Assist in the development of detailed new business account plans for specific customers and/or markets. Gathers data to help set annual and long-range objectives for each opportunity, and outlines the strategies and actions to achieve them.
- Identifies opportunities to strengthen relationships with existing customers via people, processes or new technologies

**Marketing Planning**

- Supports marketing manager in maintaining and refining a rolling 12-month marketing calendar and help communicate marketing plans to key internal and external stakeholders. Annual actions include trade-show planning, key account visits, strategic planning.
- Creates or supports the creation of various marketing presentation material, collateral or communications materials, analytical reports and other initiatives as required

**Qualifications:**

- Strong and unabashed networker and seeker of business information both internal and external to the company
- Highly motivated, high emotional intelligence, positive attitude, outgoing, naturally curious and a service leadership philosophy
- Must have a commitment to excellence and integrity in all respects
- Must possess a strong work ethic and a high level of self-accountability
- Engineering or Technology course of study with an interest in marketing, business analytics, market research or customer science
- Excellent written and verbal communication skills
- Proficient in MS Office (Excel, Word, Power Point)

Please submit resume to [hr@melinkcorp.com](mailto:hr@melinkcorp.com)  
**Attention: Angela Bradley, Director of HR**  
**Subject Line: Sales & Marketing Coop – Fall 2017/Spring 2018**