



BACHMANN INDUSTRIES, INC.

1400 E. ERIE AVENUE, PHILADELPHIA, PA 19124

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Job Description

We are a small company seeking a permanent, full time Communications Manager. We provide a stable work environment with excellent benefits. Benefits include: fully paid medical, life, accident, and disability insurance for applicant; partially paid dental insurance; 401K Profit Share Plan; and paid vacation time.

Responsibilities:

- Copywriting and edit projects as needed.
- Managing @bachmanntrains accounts on Facebook, Twitter, Instagram, and YouTube. Knowledge of additional social platforms and desire to expand the Bachmann digital brand is preferred.
- Answer customer inquiries through Bachmann's general information account, info@bachmanntrains.com
- Work with graphic design personnel to create, improve, and proof printed materials, such as product packaging and instructions.
- Lead all email marketing initiatives, including but not limited to weekly product promotions, web store, and parts sales. Propose new ideas as needed.
- Maintain Bachmann's online product catalog. Edit photographs and copy as needed.
- Create, manage, and distribute all advertising deliverables through print and digital platforms. Serve as point-of-contact for all advertising publishers.
- Create additional communications materials, including press releases, brochures, and newsletters.
- Manage all photography requirements for both Bachmann and sales partners. Complete photography task requirements and direct a team of photographers to meet deadlines.

Requirements:

- Excellent writing and proofreading skills A MUST.
- Knowledge of social media platforms, including paid advertising platforms.
- Knowledge of creative digital tools, including Adobe Photoshop, InDesign, and Canva, among others.
- Experience in email marketing platforms. Bachmann uses Constant Contact.
- Highly self-motivated for all communication, time management, organization, and the ability to work independently as well as in team environments.
- Ability to travel for product promotion at trade shows, including weekends, as necessary.
- Flexibility for additional duties as assigned.
- Bachelor's Degree required.
- Knowledge of model trains or the hobby industry is a plus.
- Entry-level position.