



SEMLER INDUSTRIES, INC.

3800 North Carnation Street
Franklin Park, IL 60131-1202
http://www.semleindustries.com
Phone: (847) 671-5650
Fax: (847) 671-7686
E-mail: hr@semleindustries.com

Profile
**Business-to-Business, Industrial
Market Research Intern**

Semler Industries Inc. is a distributor and fabricator of custom-engineered industrial filtration and liquid handling systems (and after-market products) used in several manufacturing markets. We are a recognized leader in the industries we serve. The company is seeking an individual to assist our efforts to grow our sales in a specific geographic area, and exceed our customers' service and support expectations.

Presently, we are seeking an individual to research market potential for various new product concepts and seek competitive information for various industries and territories. We're interested in those that have a career-focus and may work with the organization once out of school.

RESPONSIBILITIES:

Work with project managers, development, marketing and others including:

- To research and develop markets and various databases to develop market-specific prospective customer lists
- Develop market survey questionnaires for existing and potential clients, and contacting various companies to perform surveys, and record, organize and report responses to management
- Research new product development ideas online, in magazines and past records, seeking data and trends indicating top opportunities
- Use various resources, free and pay-for-service, to obtain data lists and sort accordingly
- Assist in populating the website with new content frequently
- Support brochure development with marketing firm
- Prepare reports from research in concise and priority oriented fashion
- Complete articles, blogs or "briefs" on successful projects as deemed appropriate
- Perform other tasks as required following established policy and procedure.

MINIMUM ACCEPTABLE QUALIFICATIONS:

High school diploma or equivalent required. Must be working toward marketing bachelor degree in senior or preferably junior year.

Willingness to learn significant amount of new material in a short time is a must. Also, must be willing to adapt to multiple-project workload as dictated by portfolio needs.

Must possess excellent communication, grammar, organization, reporting and people-related skills. Computer literate with advanced knowledge of Microsoft Office: Word, Excel and Powerpoint. Must be able to speak, write, and comprehend written and verbal instruction in English.

For company information, refer to www.semleindustries.com

Hours: 10 to 20 hours per week OR Summer Full Time

Compensation: Paid Internship