

Students Assisting Business (SAB)

Jobs 2021-01 and 2021-02

All work will be done on a project basis upon hire for a total of 50 hours at \$20/hour. The SAB application period for this position will close on February 1, 2021 at 5:00 PM. Please apply early as decisions will be made as qualified applicants are identified.

JOB SAB # 2021-01
Lighthouse Tool Company

Market Research and Planning (Jobs SAB #2021-01 and 2021-02 will work as a Team, but Team members can be considered and hired independently)

Reports to: Harald Hohendorf, Manager

Application process: Send cover letter and resume to Stan Emert (semert@uw.edu) and Thomas Kuljam (tkuljam@uw.edu).

Job Overview: This position will help Lighthouse Tool identify and determine sales and marketing channels, positions and planning. The team will research, plan and execute.

Responsibilities:

The tasks for the internship will include:

- Service existing accounts and channels, including, but not limited to the following industries: petrochemical, pharmaceutical, marine, auto, pulp and paper, gas processing, utilities
- Recommend potential sales opportunities, including sales of underlying patents.
- Quantify existing client base and make sure services are aligned with client expectations.
- Identify missed opportunities
- Based on that information, develop a marketing plan including a combination of web, print and social media to ensure proper messaging to the proper target market.

Desired Skills & Experience:

- Excellent research skills.
- Excellent organizational skills.
- Efficient with Microsoft Word and Excel.
- Excellent communication skills. Both verbally and written
- Self-starter, comfortable working independently.
- Ability to work remotely.
- Ability to meet deadlines.
- Ability to own a project while accepting guidance and direction.

Nice To Have Skills:

- Market research experience

- Market planning experience
- Experience and/or interest in channel development

About Lighthouse Tool Co: Lighthouse Tool Company was created to develop and deliver tools to industry-specific markets, including the FlangeKing® tool, our flagship product. Our team imagined, along with the original inventor, an industrial tool that protected workers' fingers from getting pinched while saving money and time in a petrochemical or any process facility. FlangeKing® was born to meet this need and is currently working hard around the United States.

About Students Assisting Business: SAB is a new program of the Milgard School of Business (MSB) designed to help area businesses restart, recover and re-energize. Under the supervision of MSB instructors Thomas Kuljam and Stan Emert, upper level business students will use their skills in Accounting, Analytics, Finance, Management, Marketing, CSR in post COVID-19 recovery. Specific problems expected to be encountered are:

1. Understanding consumer patterns and trends
2. ECommerce and social media
3. Business plan writing
4. How to enhance your digital marketing and increase sales
5. How to save costs and make your operations more efficient
6. Human resource management issues
7. Funding and finance challenges

Selected candidates will be employed on a project basis by Milgard School of Business, UW Tacoma.