

Position Description

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

General Information		
Position Title: Marketing Specialist	Location: Main Office/Remote - Hybrid	Date: October 2021
Reporting Relationship(s): Position reports to the Marketing & Development Manager		FLSA Classification: Non-Exempt

General Summary

The Marketing Specialist assists the Marketing & Development Manager in meeting the marketing and communications needs of Contact and its programs. This individual will focus on community outreach through social media and digital communications, such as e-newsletters, Facebook, Twitter, Instagram etc.; website maintenance; content creation; graphic design and marketing campaigns.

Duties and Responsibilities

1. Collaborate with program staff to develop marketing and communications plans.
2. Create, manage and grow presence across social media channels, including, but not limited to Facebook, Instagram, Twitter, and YouTube.
3. Develop, edit and schedule content across social media channels, including, but not limited to posts, photos, videos, events, tweets, news and employment postings.
4. Utilize Constant Contact to create and deploy agency and staff e-newsletters.
5. Design digital and print graphics such as flyers, brochures, presentation materials and other marketing collateral.
6. Create videos for promotional purposes as needed.
7. Update and maintain content on agency website.
8. Perform special projects and other duties as assigned.

Education Requirements

Minimum of bachelor's degree in communications, public relations/marketing or related field preferred, with a minimum of 1-2 years of experience in publications, communications, and public relations/marketing, preferably in a not-for-profit agency/organization.

Knowledge and Skills Needed to Perform Effectively in this Position

1. Demonstrated skills, knowledge, and experience in marketing and communications.
2. Excellent writing, communication, and organizational skills.
3. Ability to work independently and on multiple projects with shared leadership.

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Additional Requirements

- Incumbents in this position will be expected to work between 20 and 25 hours per week as job requirements dictate.
- This position description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by their supervisor.
- This document does not create an employment contract, implied or otherwise, other than an “at will” employment relationship.

Physical Dimensions (Job-related physical abilities an individual needs to possess in order to perform the job in a satisfactory manner)

- This position may involve lifting up to 20 pounds.
- All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.