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| Job Title: | **Marketing Specialist-PT** |
| Department: | **Financial Management Services (FMS)** |
| Reports to: | **FMS Manager** |
| Grade: | **DSP 11** |
| Supervises: | **NA** |
| FLSA Status: | **Non-exempt** |
| Prepared by: | **Karen Emerson** |
| Date: | **February 13, 2020** |
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| Purpose:The Marketing Specialist will strengthen NMCAA’s communities by maximizing the reach and impact of FMS programming through the development and execution of a communications and public relations strategy, including marketing campaigns across various multimedia platforms. |
| Essential functions:* Support the mission and vision of NMCAA
* Collaborate with Managers and team to execute communication and development plan which increases positive community relationships, drives positive outcomes and revenues to support the strategic direction of the program.
* Implement communications in accordance with ethical principles and evaluate all activities to ensure that goals are being achieved and align with agency mission.
* Monitor trends in the community or region and adapt strategies as necessary.
* Create marketing, business cards, posters, flyers and other advertising and promotional activities for FMS in print, audio, social media, email marketing and website management.
* Produce compelling copy that effectively tells NMCAA’s story and engages target audiences.
* Manage Google ad words and Google grant.
* Act as FMS program spokesperson in the community through public speaking and outreach events to inform the general public of FMS/NMCAA services.
* Track Salesforce campaigns and marketing contacts in Salesforce.
* Maintain advertisement and media partner contacts.
* Research, purchase, and provide a marketing give-away inventory.
* Preserve, protect and continuously enhance NMCAA’s brand identity.
* Execute and lead staff in the following:
	+ Build relationships with community stakeholders to advance the mission and goals of NMCAA.
	+ Coordinate the design and distribution of print, digital marketing and communications.
	+ Lead NMCAA’s social media presence and activities.
	+ Foster an understanding of public relations within the FMS program.
	+ Identify corporate, community and individual prospects for donations for prizes or funding.
* Organize Events within FMS, including recruitment of volunteers, display, promotional materials, and registrations, i.e. Friday Night Live.
* Participate in agency-wide PR or fund development activities, including special events, internet-based fund raising, community awareness campaigns, and special projects.
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| **Measured by:*** Increased Google analytics, customer count, increased partnerships, and other measurements.
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| **Minimum Education:*** Two years of successful course studies from an accredited university in field; Bachelor of Science or Bachelor of Arts preferred.
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| **Minimum Experience:*** One year related experience in multimedia design preferred (portfolio of work requested).
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| **Essential Abilities:*** A commitment to the NMCAA philosophy and mission.
* Ability to maintain confidentiality.
* Ability to interact positively with co-workers and clients in a non-judgmental, tactful, and courteous manner.
* Ability to suggest innovative approaches in completing job responsibilities.
* Ability to work openly and cooperatively as a team member.
* Ability to perform physical tasks to carry out specific job duties.
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| **Minimum Skills Required:*** Ability to communicate in English both verbally and written format; Spanish is a plus.
* Working knowledge of database software (including Salesforce), internet, spreadsheet software and word processing software.
* Proficient use of Adobe Illustrator, Canva, Photoshop or similar software.
* Proficient use of Adobe Premier or other similar video editing software.
* Ability to write routine reports and correspondence.
* Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals.
* Ability to speak effectively to groups of customers or employees of NMCAA.
* Ability to identify internal weaknesses, identify solutions and to adapt procedures and protocols to create more efficient systems and more effective customer outcomes.
* Detailed-oriented with a willingness to learn new skills and techniques to promote efficiency and successful customer outcomes.
* Ability to be flexible, adaptive, and positive in a constantly changing environment.
* Ability to interpret a variety of instructions furnished in written, oral, diagram and schedule form and to propose an effective and efficient solution to practical problems.
* Ability to quickly learn other software products as implemented at NMCAA.
* Ability to handle multiple projects/files at one time in an efficient and effective manner.
* Schedule projects and meet deadlines promptly.
* Excellent organizational and communication skills.
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| **Minimum Physical Expectations:*** Physical activity that always requires keyboarding, sitting, phone work and filing.
* Physical activity that always requires extensive time working on a computer.
* Physical activity that often requires travel by car and/or air.
* Physical activity that often requires lifting under 25 lbs.
* Physical activity that sometimes requires bending, stooping, reaching, climbing, kneeling, and/or twisting to access files and records.
* Physical activity that sometimes requires lifting over 25 lbs. but not more than 50 lbs.
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| **Minimum Environmental Expectations:**The Multimedia Marketing Specialist operates in an office setting. This position routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines. |