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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. | |
| **Measured by:**   * Increased Google analytics, customer count, increased partnerships, and other measurements. | |
| **Minimum Education:**   * Two years of successful course studies from an accredited university in field; Bachelor of Science or Bachelor of Arts preferred. | |
| **Minimum Experience:**   * One year related experience in multimedia design preferred (portfolio of work requested). | |
| **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. | |
| **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. | |
| **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. | |
| **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. | |