



Job Description

Job Title: Marketing and PR Specialist
Reports to: Public Relations and Marketing Manager
FLSA Status: Full time non-exempt
Pay Rate: \$20 to 23 per hour

Summary: The Marketing and PR Specialist supports the Public Relations and Marketing Manager and interacts closely with the organization's leadership to craft compelling narratives around company initiatives and design, communicate, and execute scalable communications strategies that drive impactful results. This position is fast paced and requires creativity, flexibility and a willingness to go above and beyond expectations.

Essential Functions

- Assist in the development and execution of Marketing and PR Plans.
- Assist in social media campaign planning.
- Responsible for campaign execution and content creation for Facebook, Twitter, YouTube, Instagram and Pinterest.
- Graphic design capabilities are required.
- Assist in concept, content creation, and production of marketing materials.
- Ongoing measurement and tracking of marketing, public relations and social media campaigns and promotions.
- Track and document media coverage.
- Responsible for Website content creation and maintenance.
- Responsible for cause marketing program development and execution.
- Organize, plan and track events within set budgets.
- Project management and production supervision.
- In-person availability required for daily onsite meetings and events.
- Assist in preparation of briefing materials.
- Coordinate conference, trade shows, and press interviews.
- Availability for occasional evening and weekend events.
- Ability to drive to offsite meeting and events, and for interviews for marketing material content.
- Foster a workplace environment consistent with the values and vision of the company.
- Meet deadlines, prioritizes company assignments and maintains professional composure under pressure and dynamic conditions.
- Adjust to new situations encountered on a daily basis and has the ability to learn new duties quickly.
- Work well with others, both inside and outside of the company.
- Complete other duties as assigned.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty

satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience:

Bachelor's Degree in marketing, public relations, or related field required, and four to six years related experience and/or training; or equivalent combination of education and experience. Professional certification is preferred.

Licenses:

A valid drivers license and insurance are required for this position.

Language Ability:

Ability to read, analyze, and interpret common technical journals. Ability to respond to common inquiries or complaints from customers or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format.

Math Ability:

Ability to perform basic calculation of figures and amounts such as proportions, percentages, area, circumference, and volume.

Reasoning Ability:

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in diagram form and deal with several abstract and concrete variables.

Computer Skills:

To perform this job successfully, an individual should be proficient in Adobe Creative Suite, including Adobe Photoshop, Illustrator and InDesign and all Social Media Platforms. Knowledge of Microsoft Office programs including PowerPoint, outlook, word and excel and Smartsheets and a variety of other internet software. Video creation and editing skills are a plus.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee is occasionally required to stand; walk; use hands and reach with hands and arms.