



## Job Description

<b>Job title</b>	<i>Marketing Specialist</i>	<b>Position</b>	<i>Full-time</i>
<b>Reports to</b>	<i>Director of Development and Marketing</i>	<b>FLSA</b>	<i>Exempt</i>

### Job purpose

The Marketing Specialist is responsible for developing and managing all aspects of the Foundation’s marketing strategy with a focus on creating, implementing, tracking, and optimizing digital and traditional marketing campaigns.

The Marketing Specialist develops creative, innovative solutions for the Foundation’s goals, to build strong relationships at all levels of the organization and to build awareness, donor and client acquisition and retention through marketing campaigns.

Position oversees the activation of marketing programs including communications, promotional materials, social media and website strategy, content management and market research/analytics.

### Marketing Specialist Key Responsibilities

#### *Marketing:*

- Assist with implementing marketing plans that support the organization’s strategic plan.
- Support concept and production of Marketing campaigns from inception through launch to ensure target audience has a thorough understanding of events’ value offerings, and programs and services
- Implement tactics to support the strategic plan including campaigns, brochures, invitations, flyers, databases, videos and any marketing promotional materials for Fundraising events, Programs and Services initiatives and Development initiatives and campaigns
- Manage various digital marketing channels including but not limited to search engine optimization (SEO), Social Media Marketing, Content Marketing, Email Marketing and Marketing Analytics, ensuring they meet organization goals.
- Conduct analysis of marketing data, including campaign results, conversion rates, and online traffic to improve future marketing strategies and campaigns.

#### *Graphic Design and Communications:*

- Design a wide variety of materials for internal and external communications including infographic reports, executive summary brochures, annual report, e-blasts, newsletters, brochures, advertisements, etc.
- Design and layout marketing campaigns to include brochures, invitations, flyers, videos and any marketing promotional materials.

#### *Social Media:*

- Implement the social media strategy developed by the Foundation’s Leadership team.
- Utilize social listening and analytics to glean insights and recommend strategies to support campaign goals.

#### *Photography:*



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- Maintain the Foundations digital marketing materials including photography to ensure easy access and availability as well as proper file storage

### *Website:*

- Work with appropriate staff to develop content, navigation, and SEO/Analytics for elsforautism.org website.

## **Qualifications**

### *Education & Experience:*

- Bachelor's Degree required in marketing, communications, or other related areas
- 3-5 plus years of marketing and design experience

### *Job Knowledge/Skills/Abilities:*

- Proficiency in Microsoft Office, Adobe Suite software, WordPress
- Solid working knowledge of Facebook, Instagram, Twitter, YouTube, LinkedIn and similar
- Experience with marketing analytics/metrics
- Understanding of Constant Contact email database system
- Writing and proof-reading skills (proficient in spelling and grammar)
- Ability to team; think creatively and develop innovative solutions

### *General Knowledge and Skills:*

- General understanding of autism spectrum disorder
- Demonstrate high levels of discipline, decision making and accountability
- Effective communication and time management skills
- Highly self-motivated and proactive; able to work under pressure with adaptability to changing priorities