

Marketing Specialist

The Marketing Specialist is responsible for creative, strategic marketing initiatives for a variety of products and services for six professional scientific societies. The Marketing Specialist works with the marketing manager, business center directors, and other service groups to develop and execute attention-getting marketing collateral for books, journals, annual meeting, member services, and more. The Marketing Specialist will be expected to use his/her own concepting, creative, and copywriting skills as well as working with others within the marketing department to develop materials.

Responsibilities:

- Participates in concepting/brainstorming. Copywrite and guide design
- Managing promotional projects, taking from goals through concepting and execution. Identifies necessary resources and coordinates the work of content providers, designers, and vendors to ensure that projects are completed on schedule, within budget, conforming to current design specifications and standards, and communicating the proper tone, style, and look and feel
- Drive consistency and adheres to brand guidelines
- Communicates and coordinates with team members to ensure development of materials that meet each society's and customer's needs
- Helps create processes and procedures to streamline a new department

Job Requirements

Education, training, experience:

The Ideal Candidate:

- Is creative, with strong branding experience
- Is energetic and thrives in a fast paced, deadline-driven environment
- Has association or non-profit marketing experience
- Has experience in new media, including social media tools, as well as traditional print, web, and tradeshow planning
- Has experience with regularly tracking and reporting results of marketing campaigns, can develop ROI reporting
- Has experience procuring trade opportunities, such as advertisement or exhibit space swaps, with related organizations
- Has proven strategic thinking and planning capabilities

Basic Requirements:

- 3-5 successful years of marketing experience, preferably in association or non-profit markets
- BS/BA in marketing, advertising, communications or related degree

- 3+ years of proven marketing project management experience that includes working with internal or external clients, graphics, and external mailhouses and other vendors
- Expertise in using MS Office Suite (Access preferred) and Adobe Acrobat. Intermediate skills in Adobe InDesign, Adobe Photoshop, and HTML (FrontPage) preferred. Experience with e-mail service providers
- High level of initiative and ability to work toward goals with minimal supervision
- Strong communication skills that include excellent writing and proofreading skills and the ability to communicate effectively and tactfully
- Proven organizational skills. Must be able to coordinate a large number of projects concurrently and prioritize with minimal guidance