

Marketing Communications Specialist Job Description

Duties and Responsibilities:

- Assist in marketing plan preparation, including budget and short and long-term strategy
- Create and maintain consistent corporate brand/image voice cross product lines, events, and promotional materials, and throughout company departments
- Supervise operations of company's email program and website on a daily basis, and also perform analytics reviews
- Spot new marketing opportunities for company and carry out marketing initiatives
- Responsible for planning of company promotional and advertising communications projects such as electronic, print, and special events to execute parts of the marketing plan
- Work with relevant personnel on events/programs to have a firm understanding of their purpose
- Create relevant reports on marketing programs, including post-event reports, regular status reports, and analysis
- Supervise the design, production, and distribution of collateral and promotional materials to aid company's sales and marketing programs
- Ensure effective monitoring and maintenance of company's marketing budget and application
- Assist in hiring contractors, including copywriters, advertising and marketing agencies, and external consultants; and also serve as a liaison with contractors
- Plan and supervise the production of training programs for both customers and for in-house use
- Responsible for all company interactions on the social media, including responding to messages, creating messages, and uploading photos

- Apply various social media tactics in creating brand awareness and generating inbound traffic that strengthens company's social media presence
- Apply various digital analytics and media tracking tools to generate reports on progress of work on the social media
- Coordinate company's involvement in the activities of community organizations
- Create original, error free, clear, and concise copy for website content, promotional materials, blog entry, and newsletter that ensures compelling and effective communication
- Put in place measures for recording success in marketing and communication efforts; gather result data and produce reports for the management team.

Marketing Communications Specialist Requirements – Skills, Knowledge, and Abilities

- Bachelor's degree and four years of experience working in related field
- Excellent communications skills both written and verbal
- Experience with various advertising campaigns, including B2B and B2C
- Experience working with WordPress and other web content management tools
- Good knowledge of SEO and Google Analytics tools
- Expertise in the use of Constant Contact and other email marketing software
- Ability to work effectively with MS Office package
- Strong experience with social media marketing campaign
- Excellent presentation skills.