

MARKETING MANAGER

JOB DUTIES

With guidance from a Board representative, develop, execute and implement effective marketing strategies and accompanying materials, including but not limited to the following:

- Social media: generate content, manage and monitor postings and ensure response to messages on all platforms as needed (Instagram, Twitter, Facebook, Houzz, Pinterest and LinkedIn)
- Website: utilize WordPress to maintain current content; create and upload new and engaging content regularly, including monthly blog postings; ensure website postings are conducive for Search Engine Optimization (SEO)
- Marketing Materials: prepare and execute (both in-house and in coordination with outside vendors) all printed, digital and visual display materials in line with NSPJ brand, including: Requests for Proposals (RFPs), business development documents, press releases, in-house templates, presentations for industry events, signage for job sites, displays for recruiting events, etc.
- Sponsorships: coordinate involvement in industry activities and events, including contest entries; work with the Board to implement charitable sponsorships as needed
- Photography: manage image library; collaborate with architects, clients and freelance photographers to strategize and schedule photoshoots of completed projects
- Administrative duties: budget tracking; review contracts with outside vendors; marketing library organization; project database updates and other clerical work associated with the marketing function

MINIMUM QUALIFICATIONS

- Excellent attention to detail and written and verbal communication (grammar, punctuation, proofreading, spelling)
- Ability to develop new and effective marketing concepts and strategies and to successfully implement them
- Proficiency in the following: Adobe Creative Suite (esp. InDesign and Photoshop), WordPress, website analytics, and MS Office Suite
- Understanding of brand standards and general graphic design principles
- A self-starter who can take direction & feedback, with a solutions-based approach to problem solving
- A minimum of 5 years' experience in marketing or closely related field, such as advertising or public relations (PR)
- Bachelor's degree in marketing, journalism, communications, business OR an unrelated degree with commensurate experience of at least 7 years

ESSENTIAL REQUIREMENTS

- Communicate clearly and effectively in English, both written and verbally
- Daily office attendance for a typical workday (8am-5pm) and accurate time recording
- Able to work independently and cooperatively with coworkers
- Able to work efficiently and meet deadlines
- Knowledge and daily use of computers & aforementioned programs
- Must be able to see (close, and at a distance), listen, speak, sit, stand, bend, stoop, reach overhead with hands and arms, use hands to handle/feel, and lift/move up to 25lbs
- Able to handle stress
- Own and able to effectively use a smartphone with Instagram app (for social media posting)

**This list is not necessarily exhaustive and may be supplemented or revised by NSPJ at its sole discretion*