

QUALIFICATIONS

- Bachelor's degree in marketing, journalism, communications, business OR an unrelated degree with commensurate experience of at least 7 years
- Minimum of **5 years*** of professional experience in marketing or closely related field, such as advertising or public relations (PR)
- Proficiency in the following: Adobe Creative Suite (esp. InDesign and Photoshop), WordPress, website analytics, and MS Office Suite
- Experience with long-term marketing plans, from strategy, to execution, to analysis and reporting
- Ability to develop new and effective marketing concepts and strategies and to successfully implement them
- Understanding of brand standards and general graphic design principles

PERFORMANCE EXPECTATIONS

- Perform work with **minimal** supervision as a department of one
- Inquisitive and eager to learn; takes initiative to ask questions.
- Applies a great attention to detail and accuracy in all tasks
- Self-starter who can work independently, takes direction and initiative, and has a solutions-based approach to problem solving
- Exhibits flexibility and ability to switch tasks quickly as real-time changes occur.
- Represents the firm in a professional manner
- Effectively able to use a smartphone for social media posting and scheduling (content calendar)
- Assist with developing, proofreading, drafting and executing various written assets such as advertisements in publications, brochures, and other sales material: emails, newsletters, web page content, and presentations

RESPONSIBILITIES

- With guidance from a Board representative, develop, execute and implement 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 & 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 & 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

**The listed qualifying range of professional experience is a guideline which is subject to comparison against job performance. Individuals may be outside this range at NSPJ's discretion.*

Essential Employment Requirements

- Communicate clearly and effectively in English, both written and verbally
- Daily attendance for a typical workday and accurate recording of time
- Able to work cooperatively with co-workers and teams through all stages of design & construction
- Ability to work efficiently and meet project timelines
- Knowledge and daily use of computers and the computer programs used in the office for job description
- Ability to work at a desk throughout the work day; adjustable (sit or stand) desks are standard
- Must be able to see, interpret, and analyze data in color on computer screens/programs and paper