



Job Title: Marketing & Communications Specialist

Position Summary:

The Marketing & Communications Specialist is responsible for developing and executing strategic initiatives that elevate the organization's public profile and advance its mission. This role is pivotal in enhancing brand visibility, engaging key stakeholders, and supporting supplier diversity efforts through both digital and traditional marketing channels.

Key Responsibilities:

To perform this role successfully, an individual must be able to carry out the following duties effectively. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Create and manage content for newsletters, social media, website, and promotional materials.
- Identify and pursue earned media opportunities to increase visibility.
- Demonstrate strong writing and storytelling skills across platforms.
- Ensure consistent branding and messaging across all communication channels.
- Coordinate marketing efforts for events including trade shows, conferences, and workshops.
- Monitor and analyze campaign performance; adjust strategies to improve engagement and reach.
- Collaborate with internal teams and external partners to enhance outreach and impact.
- Maintain and grow the organization's digital presence, including SEO optimization and analytics tracking.
- Manage relationships with vendors, designers, and media contacts to support marketing initiatives.

Core Competencies:

Successful candidates should demonstrate the following competencies:

- **Achievement Focus:** Sets and achieves ambitious goals, takes initiative, and pursues excellence.
- **Communication:** Communicates clearly and effectively in both written and verbal formats; adapts messaging to audience and platform.
- **Customer Focus:** Understands stakeholder needs and develops innovative approaches to meet them; monitors satisfaction and promotes service excellence.
- **Team Leadership:** Encourages growth and development in others; provides clear direction and constructive feedback.



- **Planning & Organization:** Prioritizes tasks, manages time efficiently, and adapts to changing circumstances.
- **Problem Solving:** Identifies issues early, analyzes information effectively, and develops creative solutions collaboratively.

Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field.
- Minimum of 2 years of relevant experience, or an equivalent combination of education and experience.

Technical Skills:

- Proficiency in marketing tools such as Adobe Creative Suite, Constant Contact, Canva, and major social media platforms.
- Experience with CRM and CMS systems (e.g., Salesforce, WordPress).
- Familiarity with SEO, analytics tools, and digital marketing best practices.



The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

Note: This job description is intended to outline the general nature and level of work performed. It is not an exhaustive list of all responsibilities, duties, and skills required. The Executive Assistant may be required to perform other duties as assigned by their supervisor.