

Northeastern Pennsylvania Industrial Resource Center, Inc.
Job Description

Job Title: Marketing Specialist
Department: Corporate Staff
Reports To: President & CEO
FLSA Status: Exempt
Date Posted: January 9, 2020

SUMMARY

Creates and executes marketing, public relations and social media activities to position the organization for success, articulate the NEPIRC mission to partners and investors, and support the sale of products and services to manufacturers. Coordinates event logistics for all major organizational events and external training events. Develops a sponsorship program and cultivates relationships with clients, partners and service providers to support NEPIRC's events. Plans and conducts public relations programs designed to maintain a favorable public image for the organization.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following.

Marketing Related:

- Plans, creates and directs development and communication of information designed to keep public, stakeholders, manufacturing and related industry groups and providers informed of NEPIRC programs, accomplishments or point of view. This includes but is not limited to press releases, collateral marketing materials, distribution and advertising copy to ensure appropriate content and consistency of message with respect to corporate goals and style guides.
- Executes posting relevant content on digital marketing and social media in order to meet needs, objectives and policies of the organization, grow followers and promote brand recognition/awareness.
- Co-leads the management of customer, direct mail and permission-based marketing databases.
- Manages all corporate communications (e-Blasts, service delivery sheets) to incorporate consistency with written, verbal and electronic mediums.
- Creates the promotional sales and marketing materials. Coordinates advertising schedules and placement. Offers feedback on campaigns.
- Reviews specification sheets, obtains and prepares bids, and acts as liaison with vendors in such areas as delivering marketing material, scheduling proofs and meetings.
- Adheres to timelines to meet organizational objectives.
- Develops and maintains relations with regional media to ensure coverage of corporate events, publishing of news releases and use of NEPIRC personnel resources for story content development.
- Represents the organization at stakeholder functions as directed by the President & CEO.
- Communicates with stakeholders through client letters/emails to promote NEPIRC and the IRC/MEP system.
- Assists in the drafting of state and federal proposals, grant applications, or other stakeholder reporting or case study requirements as needed or directed.

Event Related:

- Coordinates details of at least two major events and multiple organizational workshops to include promotion, marketing, location scheduling and support services for the total organization ensuring continuity and consistency of message and track return on investment.
- Executes all event logistics including event timeline, site coordination, and promotional materials.
- Cultivates relationships for sponsorship and strategic partner recruitment and development.
- Develops and maintains relations with regional media to ensure media coverage of corporate events and publishing of news releases.
- Creates analytics/data to track and evaluate ROI against event budget and Center impact.

SUPERVISORY RESPONSIBILITIES

This position has no direct supervisory responsibilities; however, it does provide project supervision over internal staff supporting Marketing and Event functions and the opportunity to supervise graduate student interns.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Branding and Market Positioning	Marketing	Social Media Expertise
Graphic Design Software Near Expert Level – Adobe, InDesign, Illustrator & Photoshop		
High MS Office Fluency	Digital Marketing	
Attentive to Detail	Sense of Urgency	Creativity Innovative

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE

Bachelor's degree (B.A.) from four-year college or university; Major in marketing, communications or related field with minimum of five years related experience and/or training (ex. demonstrated ability in developing marketing materials, social media marketing, and event coordination); or equivalent combination of education and experience.

LANGUAGE SKILLS

Ability to read, analyze, and interpret common technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or boards of directors.

MATHEMATICAL SKILLS

Ability to calculate figures and amounts such as discounts, interest, commissions, and proportions. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.

REASONING ABILITY

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions in written, oral, diagram or schedule form.

CERTIFICATES, LICENSES, REGISTRATIONS

Must possess a valid driver's license and personal transportation.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to sit. The employee is occasionally required to stand; walk; use hands to finger, handle, or feel; and reach with hands and arms. The employee must frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, and ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually quiet.

TRAVEL

Employee may be required to travel to national, state, and regional meetings and to clients within the Northeast Pennsylvania region and may have occasional overnight travel required. Use of personal automobile is required for company travel.