

Marketing Implementer

Description

Work with our team to develop excellent marketing and communication plans and then handle the logistics necessary to get that marketing into members' hands. You will become familiar with latest techniques in internet marketing, direct mail marketing and social media platforms.

Qualifications

- Well organized, can manage multiple project timelines at once to ensure several marketing and communications initiatives operate in a timely manner.
- The ability to understand associations and their effective operation as demonstrated with past work experience.
- Familiarity office procedures and policies and the ability to manage multiple tasks with little supervision.
- Ability to create and execute Microsoft Word mail merges to produce addressed envelopes and personalized letters.
- Position demands extensive interpersonal skills with members, staff, and account executives.
- Able to learn YourMembership.com membership management, website development and communication software to update websites, create HTML emails using the editor and maintain the community.

Responsibilities

- Track down content from volunteers, internal employees, vendors and public domain to produce newsletters for association clients, some monthly with others bi-monthly. Responsible for gathering content, get content edited, oversee design, ensure approvals are obtained and distribute.
- Maintain a production schedule for regular printed and email newsletters, ensure content is collected, communications are produced and distributed.
- Maintain a promotion schedule for marketing campaigns, ensure emails, mailings and promotions are sent on a timely manner.
- Work with vendors to handle graphic design and printing of marketing brochures, mailings and newsletters when necessary.
- Oversee teams of temporary workers when necessary to get mailings produced, stuffed, sealed and postage applied.

Requirements

- Familiarity with posting content to blogs and websites using HTML editors.
- Typing at 35 characters a minute
- Valid driver's license.
- Dependable transportation.
- Bachelor degree at an accredited university preferred.