



POSITION DESCRIPTION

POSITION TITLE: Marketing Specialist
OPERATING UNIT: Marketing/Communications
REPORTS TO: Director of Marketing and Communications
CLASSIFICATION: Full-Time/Nonexempt

POSITION SUMMARY

The Marketing Specialist

ESSENTIAL DUTIES & RESPONSIBILITIES

- Create a wide range of graphics and layouts for product illustrations, company logos and websites with strong working knowledge of Adobe CS programs.
- Illustrate concepts by designing examples of art arrangement, size, type size and style and submitting them for approval.
- Prepare finished art by operating necessary equipment and software.
- Review final layouts and suggest improvements when necessary.
- Coordinate with outside agencies, art services, web designers, marketers, printers and colleagues as necessary.
- Liaise with clients and creative teams about branding ideas, graphic designs and layouts, promotional materials and advertising copy.
- Strong working knowledge and previous professional work experience in developing, implementing and tracking marketing programs such as email, social media or digital campaigns and events.
- Collaborate with other internal teams (e.g. product and sales) to develop and monitor strategic marketing initiatives.
- Analyze and report on the performance and efficiency of campaigns.
- Conduct market research and analyze trends to identify new marketing opportunities, customer trends, competitor offerings and demographic data. Investigate the performance of marketing campaigns and strategies through evaluating key performance metrics with the ability to present recommendations to management through robust data.

- Discover effective marketing and promotional channels, including media platforms to be used to relay product messages to customers.
- Develop and create marketing materials, such as sales and product collateral, and ensure brand guidelines are met.
- Write, proofread and edit creative and technical content across different mediums. Strong working knowledge of AP Style with Microsoft Office proficiency.
- Create goals and objectives to approach customers through appropriate marketing channels.
- Work with external agencies and vendors to execute marketing programs.
- Help in outbound and inbound marketing activities by displaying expertise in certain areas such as events planning, advertising, optimization and content development.
- Take photos at events for use in collateral.
- Develop and maintain up-to-date standard operating procedures for assigned roles.
- Establish and maintain relationships with new and existing clients through networking and prospecting.
- Provide excellent customer service to council staff.
- Contribute to team efforts by accomplishing tasks as needed.
- Work collaboratively with volunteer staff and oversee the work of volunteer staff as needed.
- Actively participate in the development of environments that foster diversity, equity, inclusion and access through words, actions and attitude.
- Performs other duties as necessary or assigned.

SUPERVISORY RESPONSIBILITIES

- Volunteers as needed.

EDUCATION AND/OR EXPERIENCE

- 3-5 years required competencies experience and/or bachelor's degree preferred.
- A minimum of 1-2 years of professional experience.

SELECTIVE ABILITIES & PHYSICAL DEMANDS: *The incumbent must be able to perform the following qualifications in order to be offered and/or maintain employment in this position.*

- Physical ability to frequently stop, kneel, bend, crouch and reach overhead.
- Use of light force to lift, carry, push, pull or move objects up to 20 pounds.
- Must be available to work frequent weekends and evenings/nights.
- This position requires the ability to remain stationary and to use computer monitor, keyboard and mouse for extended periods of time.
- Must be able to speak and communicate clearly, such as in public speaking engagements.
- Other demands, as determined by council.

WORK ENVIRONMENT

The employee will work in an office environment and in close quarters with other staff and clients. The noise level in the work environment varies from moderate to loud. Occasional exposure to adverse environmental conditions such as high heat and extreme cold are possible.

As an employee, you are a representative of Girl Scouts Western Oklahoma and people form their impressions of the council in part, based on their interaction with you. Every personal contact is with a current or potential donor to the council, thus the impression we make through community and professional contacts, and involvement in collaborations with agencies, groups or organizations is important. Fund Development and Membership Recruitment is a role assumed by all staff positions.

The qualifications, physical demands and work environment described herein are representative of those an employee will encounter and must meet to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The requirements listed in this document are the minimum levels of knowledge, skills and abilities.

I have read and understand the position description. I further understand and acknowledge that this current position description supersedes all former versions and shall in all instances apply.

Employee Name (Printed)

Employee Signature

Date

Mission Statement:

**Girl Scouting builds girls of courage, confidence
and character, who make the world a better place.**



United Way
Community Partner