

## Marketing Specialist Job Description (Contractor)

We are looking for an ambitious marketing specialist to be responsible for developing and managing all aspects of our marketing strategy. You will focus on creating, implementing, tracking and optimizing our digital and traditional marketing campaigns across various marketing channels.

To be successful as a marketing specialist, you must be highly self-motivated, proactive, and have a working knowledge of current marketing tools and strategies in order to execute successful marketing campaigns.

### Marketing Specialist Responsibilities :

- Developing and implementing marketing plans.
- Undertaking competitor research and analyses.
- Conducting market research to establish customer trends and habits.
- Establishing goals and objectives in order to reach our customers through appropriate marketing channels (digital and traditional).
- Building and maintaining relationships with new and existing customers through prospecting and networking.
- Promoting brand awareness through marketing efforts.
- Creating marketing materials for our website and other marketing platforms.
- Supporting the marketing team with marketing activities by demonstrating expertise in various areas, including optimization, advertising, social media, direct marketing, and event planning.
- Assisting with the analyses of marketing data, including campaign results, conversion rates, and online traffic in order to improve future marketing strategies and campaigns.
- Performing other duties when needed.

### Marketing Specialist Requirements :

- Bachelor's degree in journalism, communications, marketing, or a related field.
- 3 or more years of marketing experience (digital and traditional) in a corporate, or agency environment.
- Proficient in Microsoft Office Suite (Word, Excel, Outlook, and Access), Adobe Creative Suite, and CRM and CMS software.
- Working knowledge of HTML and CSS.
- Experience using analytics software.
- Excellent written and verbal communication skills.
- Ability to work in a fast-paced, high-pressure environment.
- Multi-tasking and time-management skills, with the ability to prioritize tasks.
- Highly organized and detail oriented.

### Desired knowledge , skills, and abilities :

- Passionate about being the change through innovation and fresh thinking
- Familiarity with Christian organizations helpful
- Experience working with all levels in an organization; must be a team player and able to work collaboratively with and through others
- Ability to handle multiple tasks, prioritize, and work independently, using creativity and initiative to overcome obstacles and complete tasks accurately and on deadline
- Digital proficiency and a curiosity for emerging technologies

### Notice :

To perform this job successfully, an individual must be able to perform the primary job responsibilities with or without reasonable accommodation. The above statements are intended to describe the general nature and level of work being assigned to this job. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of individuals in the job. This job description is not an employment agreement and/or an expressed or implied employment contract. Management has the exclusive right to alter this description at any time without notice.