



Position Description

Job Title: **Marketing Specialist**

Reports To: **Vice President**

Job Summary:

This role will provide support for marketing functions to include: event planning and execution, email invitation campaigns, event registration, website management, online social media applications, YouTube video channel management, newsletter management, direct mailings, and assistance with administrative tasks

This position manages the overall marketing and administrative support needs of WorkMatters. The ideal candidate will be professional and highly organized, have excellent oral and written communication skills, be highly skilled technically with Microsoft Office, other applicable software and web tools, be highly skilled in social media knowledge and tools, be detail oriented with the ability to handle multiple projects simultaneously and have strong marketing support experience.

Responsibilities:

- Manage execution of monthly Eight-to-Five breakfast events. Develop and manage on-line invitations and registrations. Assist in all aspects of planning, marketing, executing and follow-up.
 - Provide marketing and administrative/event day support as needed to The Joseph Project.
 - Oversee support of all WorkMatters social media outlets such as Facebook, Twitter, LinkedIn sites, WorkMatters YouTube channel, as well as assistance with WorkMatters blog.
 - Assist with annual Leadership Conference. Manage on-line invitations, ticket sales, manage ad process, and develop flyer as well as other marketing materials. Assist in all aspects of planning, marketing, executing and follow-up, as requested.
 - Update and maintain databases to be used in all WorkMatters communications including pre and post event communications, on-line newsletters and blog subscribers.
 - Manage all direct mail activities including online email campaigns.
 - Assist or manage production and distribution of online e-Newsletter. Must become proficient in using Constant Contact e-mail tool.
 - Ability to work with WorkMatters website to include making needed changes and to add new content and video to website. Must become proficient in using Caddie website maintenance tool.
 - Organize and manage significant aspects of WorkMatters back office, including on-line files, marketing databases, paper files, marketing and office supplies.
-



Qualifications, Skills and Knowledge Requirements

- Must be highly skilled and experienced in a variety of Microsoft software applications including Word, Excel, PowerPoint, and Publisher. Experience with Access would be preferable. Also, experience with social media tools and marketing is highly desirable..
- Must have previous marketing and event planning/execution skills.
- Analytical ability is required in order to gather and summarize data for reports, find solutions to various administrative needs, and prioritize work.
- Requires attention to detail in composing, typing and proofing materials, establishing priorities and meeting deadlines.
- Candidate must be of strong character, trustworthy and exhibit high confidentiality.
- Must be comfortable working in a fast paced environment with high degree of accuracy.

General Information

- WorkMatters is a non-profit, non-denominational 501c3 ministry focused on bridging the gap between Christian faith and work. Candidate must be passionate about helping us fulfill our mission through pursuing excellence in their role.
- This position is a full time, salaried position.
- This document is intended to describe the general nature and level of work to be performed. It is not intended to be an exhaustive list of all duties, responsibilities, and skills required.

***CONTACT: Sam Bates, Vice President, WorkMatters – 479.422.4423
Resume can be e-mailed to sbates@workmatters.org***
