



Marketing & Communications Manager

Reports To Director of Marketing & Communications
FLSA Exempt - Full Time
City/State Little Rock, AR

Description **GENERAL DESCRIPTION OF POSITION**

Our growing company is seeking to hire a Marketing & Communications Manager who will be an integral part of the Marketing Department in organizing and leading various internal and external client projects. This job involves monitoring project plans, schedules, work hours, budgets and expenditures, scheduling and participating in stakeholder meetings, and ensuring that project deadlines are met in a timely manner.

This person will tap into their intellectual drive, creativity, and relationship-building attributes to create robust marketing and brand strategies in support of growth-oriented short and long-term business goals. He/she will execute strategy, branding, messaging, publications, and social media.

The Marketing & Communications Manager must be highly knowledgeable with and have experience in all online communication channels: website content, email marketing, social media, and the next digital medium on the horizon. This individual will demonstrate creativity and intellectual agility to be the voice of our company in a social media setting and for our customer.

To be successful this person will need to be able to work on tight deadlines, be competent in using Microsoft Office applications, and have exceptional verbal, written, and presentation skills. A bachelor's degree in a related field of study and at least three (3) years of relevant experience is required for consideration.

Requirements **ESSENTIAL DUTIES AND RESPONSIBILITIES**

In conjunction with the Director of Marketing & Communications:

- Work effectively as part of a multi-disciplinary marketing and communications team to communicate, coordinate, and integrate marketing and communications, and apply best-in-class practices to all efforts.
- Work with the Director of Marketing to develop marketing strategies that build customer loyalty, brand recognition and customer satisfaction.
- Identify marketing and social media trends affecting client industries and develop/execute growth strategies to increase constituency engagement, membership recruitment and retention, event attendance and product sales.
- Work with internal stakeholders to determine and coordinate effective marketing strategies, content development and appropriate distribution channels needed to achieve attendance and sales goals for client events and products.
- Monitors, measures, evaluates, and reports marketing and communication activities and results on an ongoing basis. Establishes benchmarks, develops supporting reports, and communicate results.
- Maintain awareness of industry trends, standards, advancements and influence improvements.



- Collaborate with sales, marketing, meeting management, and planning committees in a positive, responsive manner.
- Assist in opportunities to add additional value to other internal departments and external client initiatives.

PROJECT MANAGEMENT DUTIES & RESPONSIBILITIES

- Writing, editing and transmitting consistently branded messages for all communications across multiple platforms including print, web, email, and social media.
- Coordinate creation of copy content with internal communication team and ensure adherence to budget and client brand guidelines.
- Coordinate creation of graphics and marketing materials with third party providers within defined timelines and ensure adherence to budget and client brand guidelines.
- Write copy for all initiatives, including marketing, sales and internal communications.
- Create and distribute mass email communications for products and services.
- Determining project changes, corrections and updates.
- Ensuring projects adhere to frameworks and all documentation is maintained appropriately for each project through TaskRay, our Project Management software.
- Assess project risks and issues and provide solutions where applicable.
- Ensure stakeholder views are managed towards the best solution.
- Research marketing trends and provide competitive analysis.
- Help develop and implement social media strategies.
- Create content for internal client social media accounts.
- Provide analysis of earned media coverage and competitive trends.
- Chair and facilitate meetings where appropriate and distribute minutes to all project team members.
- Preparing necessary presentation materials for meetings.
- Ensuring project deadlines are met.
- Maintaining and monitoring project plans, project schedules, work hours, budgets and expenditures.
- Organizing, attending and participating in stakeholder meetings.
- Documenting and following up on important actions and decisions from meetings.
- Create a project management calendar for fulfilling each goal and objective (TaskRay).
- Manage and work key events, including planning logistics, setting up and execution.
- Undertake project tasks as required or directed.

OTHER DUTIES AND RESPONSIBILITIES

- Oversee production of ACMA's bi-monthly (quarterly), industry journal, including management of freelance writers, design, production, publishing and distribution.
- Create and send out news releases locally (Chapters) and nationally as a part of an overall public relations and publicity strategy.
- Monitoring press stories relating to ACMA and its brand and maximize opportunities for positive public relations and publicity.
- Manage the development of our weekly e-newsletter through a third-party relationship.
- Manage email opt-outs and ensure ACMA's efforts are in compliance with CAN-SPAM requirements.



EDUCATION, EXPERIENCE & SKILLS

- Bachelor's Degree in Business, Communications, Marketing, Advertising/Public Relations, Journalism, Graphic Design or related field.
- Minimum three years, four years preferred, of experience in marketing, advertising, public relations/mass communications or a related field.
- Three plus years' experience managing mass email and social media campaigns, and the management and oversight of publications development and production.
- Demonstrated writing experience with three plus years' experience proofreading, writing, and editing content for website, email marketing and print publications.
- Experience using social media to increase/track audience engagement; knowledge of social media best practices, online media tools/resources, and of emerging or traditional media channels.
- Experience with association meeting management, chapter relations, account and project management or business unit management.
- Demonstrated success in planning, implementing and achieving goals through established strategies.
- Demonstrated project management, creative problem solving and multitasking skills.
- Demonstrated project management & creative problem-solving skills with an ability to manage multiple priorities and deadlines at one time.
- Demonstrate creativity by exploring new ways to engage and identify traditional mediums, as well as current and new social networks to reach our target audience.
- Exceptional verbal, written, interpersonal communications and presentation skills.
- Effective analytical, organizational, detail orientation and follow up skills.
- Ability to work effectively both independently and as part of a team.
- Proficiency in TaskRay, a Sales Force project management platform, is preferred.
- Experience working in Hootsuite, Adobe Creative Suite, and Google Analytics
- Ability to organize information into various written formats.
- Ability to manage multiple projects and activities.
- Reliable, ability to work on tight deadlines and extraordinary attention to detail.
- Ability to effectively organize work, establish and maintain schedules.
- Knowledge of CRM, Salesforce, Fonteva, Marketing Cloud and Higher Logic a plus
- Proficient with Microsoft Office software applications including Word, Excel, Powerpoint and Outlook. Knowledge of and experience with other Microsoft products a plus.
- While performing the duties of this job, employees are regularly required to sit, walk and stand, talk or hear, both in person and by telephone, use hands repetitively to handle or operate standard office equipment; reach with hands and arms; and lift up to 25 pounds



COMMUNICATION AND CRITICAL THINKING SKILLS

Ability to read, analyze, and understand general business/company related articles and professional journals; Ability to speak effectively before groups of customers or employees. Ability to solve practical problems and deal with a variety of known variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, or diagram formats.

EXPECTED TRAVEL

A few nights per year.

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EQUAL EMPLOYMENT OPPORTUNITY

CGi is an equal opportunity employer and values diversity. All employment is decided on the basis of qualifications, merit and business need.