JOB DESCRIPTION

| **TITLE** | MARKETING SPECIALIST |
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| **Reports To:** | [INSERT NAME, TITLE] |

**Job Purpose**

The Marketing Specialist is in charge of executing our marketing strategy and is responsible for developing, implementing, tracking, and optimizing our digital and conventional marketing initiatives across many marketing channels.

This position is critical to [Organization Name]’s ability to generate revenue. The Marketing Specialist will be in charge of the strategic planning of promotional materials, sales techniques, and other department activities. The Marketing Specialist develops fresh campaigns, advertising copy, and other marketing materials.

In order to execute successful marketing campaigns, the Marketing Specialist must be creative, highly self-motivated, proactive, and have a working grasp of contemporary marketing tools, platforms, applications, tracking methods, and tactics.

**Duties and Responsibilities**

Overall Responsibilities:

* Creating and carrying out marketing strategies.
* Conducting competitive research and analysis.
* Doing market research to determine customer trends and habits.
* Setting goals and objectives in order to reach our customers through the most appropriate marketing methods (digital and traditional).
* Building and maintaining relationships with new and existing partners through prospecting and networking.
* Increasing brand exposure through marketing initiatives.
* SEO analysis and monitoring.
* Tracking and reporting on key metrics
* Ensuring marketing initiatives result in conversions or increased revenues
* Developing marketing materials for our website and other marketing channels.
* Providing marketing support to the marketing team by exhibiting competence in a variety of areas such as optimization, advertising, social media, direct marketing, and event organizing.
* Taking on additional responsibilities as needed.

**Qualifications**

* Bachelor’s degree in business administration, marketing, communications, or a related field
* Minimum X years experience within the marketing field
* Thorough understanding of numerous marketing and analytics tools, platforms, and applications
* Proficient with internet marketing technologies and up to speed on industry trends
* Experience in using video creation/editing tools
* In-depth understanding of SEO practices and analysis
* Experience in creating SEO audits
* Experience with data collection methods (polls, focus groups, surveys, etc.)
* Strong communication and presentation skills, and analytical and critical thinking
* Excellent verbal and written communication skills
* Excellent presentation skills
* Excellent planning, organizing, and project management abilities.

**Working Conditions**

* Ability to sit for long periods
* Working on evenings and/or weekends may be required
* Overtime may be required
* Some travel as required