

Sample Job Description

Job Title: Marketing Specialist

Open Date: 07/25/2019

Department: Marketing Outreach

Reports to: Marketing Director

Refers to the date the posting became available for people to begin applying.

Important details about the department in which this position works, and to whom it will report (i.e., your boss).

Description:

Big Red, Inc., located in Granville, Ohio creates and implements marketing strategies, conducts extensive market research to promote and build relationships with Denison University and the surrounding communities. Big Red is seeking a Marketing Specialist to oversee and execute the marketing strategies of the company and provide creative input to the organization.

The description provides an overview of the position and its overarching function.

Responsibilities:

This section lists the position's primary responsibilities and uses keywords to describe specific tasks.

- **Build** and manage the company's **social media** profiles and presence, including Facebook, Twitter, YouTube, Instagram, and additional channels that may be deemed relevant, and know how platforms are best deployed in relevant scenarios
- **Develop**, update and maintain various sections of the department's **website**, including the creation of engaging and informative content
- **Observe** and engage in relevant social discussions about our company, competitors, and/or industry, both from existing leads and customers, as well as from new audiences
- **Coordinate**, compile and deliver compelling **email campaigns**, including monthly **digital newsletters**
- Assist in **analyzing marketing data** (campaign results, email open and click rates, website traffic, etc.) to help shape future **marketing strategies**
- **Collaborate** with prominent members of the company, including directors and other marketing professionals to coordinate **brand awareness** and marketing efforts
- **Explore** innovative ways to engage and identify new social networks to reach our **target audiences** and bring new ideas for **content creation** to the team

Keywords

Listed in this section are required education, experiences and transferable skills. Note some job descriptions will discern between desired skills and required skills.

Requirements:

- **Bachelor's degree**, preferably in marketing, communications, public relations, or similar field with at least **one to two years relevant experience**
- Proven **knowledge and experience in marketing**
- Ability to **effectively communicate** information and ideas to others through digital and print publications, emails and public speaking
- Able to **analyze information** and propose **unique solutions to overcome problems**
- Capable of working independently and as **part of a team**
- Experience planning and **leading initiatives**
- Working **knowledge of market research, surveys and analyzing data**
- Proficiency with **Microsoft Office products, marketing software (CRM) and applications (web analytics)**
- Prior experience working with Adobe Creative Cloud Suite (Illustrator, Photoshop, InDesign) a plus

Experience can be from an internship, student employment position, role in student organization, etc.

Required Skills & Qualifications

Refers to one of the **8 Career Ready Competencies** employers seek in new college hires.

Additional Information:

Submit a résumé, cover letter and list of at least two professional references as a single PDF attachment to the job posting in Handshake.

Pay close attention to any additional information the employer provides. Your ability to follow instructions can be an initial screening tool.