



MARKETING & COMMUNICATIONS SPECIALIST

POSITION TITLE	LOCATION	REPORTS TO
Marketing Communications Specialist	Louisville	Executive Director
EMPLOYMENT STATUS	FLSA STATUS	EFFECTIVE DATE
<input type="checkbox"/> Temporary <input checked="" type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time	<input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/> Exempt	January 2022

POSITION SUMMARY

The Marketing & Communications Specialist is responsible for overseeing the development of the marketing campaign and communication strategy. The Marketing & Communications Specialist will support the goals and objectives to effectively promote the value and mission of the organization.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The essential functions include, but are not limited to the following:

- Develops and implements the marketing and communications plans.
- Coordinates marketing messages across social media platforms and the website.
- Manages the programming at the RePurposed event site.
- Develops sponsorships, trade and work arrangements, and relationships with businesses, individuals, and organizations interested in supporting LDP events and activities.
- Manages sponsorships, when funds are available, for downtown events.
- Leads coordination with downtown partners for events, communications, marketing, etc.
- Sends press releases to local and national media to promote events.
- Creates ads to be featured in publications or online and for outside events.
- Assists with organizing and executing internal events.
- Coordinates and orders marketing items such as logo wear, business cards, swag, etc.
- Assists with design of brochures, promotional pieces, and presentations that are consistent with the brand.
- Assumes all other responsibilities as deemed necessary or assigned.

STANDARDS OF PERFORMANCE

- Strong organizational skills
- Prioritize multiple tasks seamlessly.
- Creative and innovative thinker.
- Problem solving skills.
- Strong written and verbal communication skills.
- Work both independently, with minimal supervision, and in a team environment.
- Detail oriented.
- Strong interpersonal skills and the ability to build relationships with stakeholders, including staff members, Board of Directors, external partners and donors.

- Adaptable to various competing demands and have demonstrated ability to achieve high performance goals and meet deadlines in a fast-paced environment.

KNOWLEDGE, SKILLS, AND ABILITIES

- Bachelor's degree in Marketing, Communications or other relevant field.
- At least 3-5 years of relevant and progressive work experience.
- Proficiency in Microsoft Office Suite, Adobe Acrobat. Experience in InDesign, and/or other graphics software is a plus.
- Hands-on experience in developing and implementing marketing plans.
- Experience in internal and external communications, i.e., drafting correspondence to staff members, Board of Directors, and Board committee members.
- Experience managing social media platforms.
- Experience in community/urban planning and development is a plus.
- Must be able to work evenings, weekends and flexible hours.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

To perform this job successfully, the employee is frequently required to communicate with others; listen; remain in a stationary position, often sitting or standing for prolonged periods of time; walk; use hands to grasp, handle or feel; and reach with hands and arms.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This position operates mostly in an indoor office environment with controlled temperatures. Commonly used equipment and tools include telephone, computer, and other office equipment such as copiers, fax machines, as needed.

NOTE

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.