



Marketing and Communication Specialist

Position: Full Time / Salary / Non-Exempt

Supervisor: Chief of Development and External Affairs

Summary: The Marketing & Communications Specialist reports to the Chief Development Officer and is the organization's primary resource to ensure that internal and external communication, both printed, online, and on social media, is consistent with approved messaging and branding. The position performs a variety of specialized and administrative functions to increase Operation Stand Down Tennessee's visibility through the development and distribution of information and materials.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Design and copywrite flyers, brochures, handouts, and other printed materials.
2. Develop content for and maintain the website using Wix.
3. Create and execute social media strategy including, but not limited to, Facebook, Instagram, Twitter, and LinkedIn.
4. Knowledge of emerging social media trends like VSCO, TikTok, Snapchat, and WhatsApp.
5. Position OSDTN as a subject matter expert and a pipeline of relevant Veteran information online.
6. Create and send newsletters through Emma or RE NXT.
7. Write press releases and ensure events and achievements are communicated proactively to media where appropriate.
8. Facilitate media statements from CEO and CDO, including scheduling in-person interviews.
9. Facilitate marketing campaigns, create timelines, and help plan events, as needed.
10. Support executive staff in their marketing/communication needs as assigned.
11. Graphic design ability preferred but not required.

General Duties:

1. Adheres to Agency and Department policies and procedures.
2. Participates in Agency and Department meetings and events, collection of data/information, and Quality

ATTENDANCE:

Must be punctual and timely in meeting all requirements of performance, including, but not limited to, attendance standards and work deadlines; beginning and ending assignments on time; and scheduling work breaks, where applicable.

COMPETENCIES:

To perform the job successfully, an individual should demonstrate the following competencies:

Intellectual

- Confidentiality – Exercises discretion in all aspects of work; Maintains confidentiality of sensitive information.
- Analytical - Collects and researches data; Uses intuition and experience to complement data; Designs work flows and procedures.
- Design - Generates creative solutions; Demonstrates attention to detail.

Interpersonal

- Customer Service - Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.
- Liaison – Communicates clearly between internal staff and external service providers to facilitate accuracy of data and effective, efficient processes.
- External Working Relationships – Develops and maintains courteous and effective working relationships with any representatives of external organizations.

Organization

- Cost Consciousness - Works within approved budget; Develops and implements cost saving measures.
- Flexibility – Capable of responding to and anticipating rapidly changing external and internal demands without diminishment in work performance.
- Safety and Security – All employees are responsible for observing safety and security procedures as applicable and reporting potentially unsafe conditions to management.

SUPERVISORY RESPONSIBILITIES:

This position has no supervisory responsibilities.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND/OR EXPERIENCE:

Bachelor's degree in marketing, communication, journalism, public relations, or related field is required. A minimum of three years' of experience preferably in a marketing/communication role, or the equivalent combination of education and experience.

LANGUAGE SKILLS:

Ability to communicate, read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and

grants. Ability to effectively present information and respond to questions from, clients, customers, and the general public.

COMPUTER SKILLS:

An individual should have knowledge of: Spreadsheet Software (Excel); Word Processing Software (Word); Electronic Mail Software (Outlook); Presentation software (PowerPoint). Knowledge of Raiser's Edge and Client Track preferred.

CERTIFICATES, LICENSES, REGISTRATIONS:

- Possess valid, current Tennessee Driver's License.

OTHER SKILL, ABILITIES, AND QUALIFICATIONS:

- Veteran, or family member of a Veteran, preferred.
- Experience successfully creating and executing social media strategies which increased engagement and followers.
- Knowledge of the Veteran community including news sources, social networks, and cross-promotional opportunities.
- Excellent verbal and written communications skills. Ability to present information concisely and effectively, both verbally and in writing.
- Proficient in Adobe Creative Cloud, Word, Excel, and Power Point.
- Proficient in social media management tools and web management software.
- Ability to organize and prioritize work in advance of deadlines.
- Ability to fulfill assigned workload with light supervision.
- Strong organizational and interpersonal skills.
- Strong editing skills with attention to detail and fact checking.
- Be a positive member of a diverse team
- Excellent organizational, multi-tasking and time management skills.
- Broad capacity for global thinking and creative problem solving.
- Compassionate, energetic and team focused.

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.

The employee must occasionally lift and /or move more than 10 pounds.

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.

The noise level in the work environment is usually moderate.

As of Jan 2020