



## EAST JOB DESCRIPTION

**JOB TITLE:** Marketing Specialist

**DEPARTMENT:** Operations

**SUMMARY:** The Marketing Specialist is responsible for executing effective marketing strategies and assisting with campaign development and analysis that promote the long-term growth of EAST. This position will manage our social media accounts by implementing creative strategies and tactics that grow our followers, engage and retain them, and help convert them into leads, customers, active fans and promoters of EAST. The Marketing Specialist will work as a member of the communications team to drive a consistent experience for the EAST network.

### ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Develop marketing strategies and campaigns for EAST services in alignment with strategic goals.
- Develop and execute digital marketing strategies for company websites, apps and social media.
- Analyze marketing data (campaign results, conversion rates, traffic, etc.) to help shape future marketing strategies.
- Develop and communicate marketing plans, campaign results and project recommendations.
- Collaborate with the team on marketing efforts and to promote a consistent experience across all services.
- Conduct marketing research on the education industry (funding, pricing structure, etc.).
- Assist with sales presentations as needed
- Track engagement and promotion of EAST's programs and services.
- Promote EAST's brand and provide support and resources for its use both internally and externally.
- Determine the viability, objectives, logistics and ROI for EAST's participation in trade shows. Attend trade shows and cultivate business contacts and ideas to help grow EAST.
- Develop a strategy and oversee the plan for ordering EAST branded promotional items. Work closely with the finance department for inventory management, pricing and ordering.
- Track the engagement and promotion of EAST's programs/services at conferences and events through staff-led presentations, materials, and/or as an exhibitor.
- Develop EAST surveys with having a data use frame of reference from the start.
- Coordinate the development of EAST videos planned for marketing purposes and assist staff in the use of best practices when producing internal videos.
- Other duties as assigned.

### SECONDARY DUTIES AND RESPONSIBILITIES:

- Work with staff and committees to plan and deliver the Annual Conference and other events.
- Capture photographs, footage and other digital assets as needed for projects or internal use.

### QUALIFICATIONS:

- Well-versed in specialized marketing concepts, principles and tactics.
- Proven marketing campaign experience.

- Thorough knowledge of search ranking and optimization factors and key algorithm updates.
- Experience with data-driven SEO analysis and optimization to improve search relevance and rankings of websites.
- Understanding of the education market preferred.
- Proficiency with Google Analytics and web analysis tools.
- Experience with Salesforce, a plus.
- Thrives in a collaborative environment.
- Excellent analytical, communication and presentation skills.
- Strong research and analytical skills to forecast and identify trends and challenges.
- Ability to think creatively and innovatively.
- Mature professional judgment and discretion.
- Ability to communicate with a diverse population of interested parties (community-based, educators, students, school administrators, business and government interests).
- Must have a current, unrestricted driver's license.
- Must have the ability to travel on a limited basis with overnight travel sometimes being required.

**SUPERVISORY RESPONSIBILITIES:**

- None

**EDUCATION AND/OR EXPERIENCE:**

- Bachelor's Degree in Marketing, Advertising or related discipline.
- 3-5 years of experience in a marketing role required.

**LANGUAGE SKILLS:**

- English language: including punctuation, spelling, grammar, and writing technique
- Excellent written and verbal communication skills

**REASONING ABILITY:**

- Ability to problem solve using deductive reasoning skills in a timely manner

**MATHEMATICAL SKILLS:**

- Basic skills including but not limited to addition, multiplication and division of whole numbers, decimals and fractions

**PHYSICAL DEMANDS:\***

- Ability to occasionally lift 35 pounds
- Ability to drive a car
- May frequently be required to stand, walk, use hands, reach, stoop, kneel or bend, talk, or hear

*\*Requests for accommodation need to be directed to Human Resources.*

**WORK ENVIRONMENT:**

- Quiet to moderate noise level
- Fast paced and positive

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Signature

Print Name

Date