



Marketing & Communications Manager

Reports To Director of Marketing

FLSA Exempt - Full Time

City/State Little Rock, AR

Description **GENERAL DESCRIPTION OF POSITION**

The Marketing & Communications Manager will be savvy with and have enthusiasm for online communication channels: social media, customer review and responses, email marketing, and the next medium on the horizon. This individual will demonstrate creativity and intellectual agility to be the voice of our company in a social media setting and for our customers.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Work with internal stakeholders to determine and coordinate effective marketing strategies, content development and appropriate distribution channels needed to achieve attendance and sales goals for client events and products.
- Work with the Director of Marketing to develop marketing strategies that build customer loyalty, brand recognition and customer satisfaction.
- Oversee production of ACMA's bi-monthly, industry journal, including management of ghostwriters and publication.
- Create and send out news releases locally (Chapters) and nationally as a part of an overall public relations and publicity strategy.
- Monitoring press stories relating to ACMA and its brand and maximize opportunities for positive public relations and publicity.
- Manage projects to ensure content is publication-ready and in by the deadline.
- Write copy for all initiatives, including marketing, sales and internal communications.
- Create and distribute mass email communications for products and services.
- Manage email opt-outs and ensure ACMA's efforts are in compliance with CAN-SPAM requirements.
- Manage the development of our weekly newsletter through a third-party relationship.
- Identify marketing and social media trends affecting client industries and develop/execute growth strategies to increase constituency engagement, membership recruitment and retention, event attendance and product sales.
- Writing, editing and transmitting consistently branded messages for all communications across multiple platforms including print, emails, and social media.
- Coordinate creation of copy with internal communications team and ensure adherence to budget and client brand guidelines.
- Work effectively as part of a multi-disciplinary marketing and communications team to communicate, coordinate, and integrate marketing and communications, and apply best-in-class practices to all efforts.



ESSENTIAL DUTIES AND RESPONSIBILITIES - Continued

- Monitors, measures, evaluates, and reports marketing and communication activities and results on an ongoing basis. Establishes benchmarks, develops supporting reports, and communicates results.
- Collaborate with sales, marketing, meeting management, ghostwriters, and planning committees in a positive, responsive manner.

Requirements

EDUCATION, SKILLS AND EXPERIENCE

- Bachelor's degree in Communications, Marketing, Journalism, or Advertising/Public Relations
- 3+ years' experience managing mass email and social media campaigns, and industry publications
- 3+ years' experience proofreading, copy-writing, and editing for both web and print publications
- Demonstrate creativity by exploring new ways to engage and identify traditional mediums, as well as current and new social networks to reach our target audience
- Demonstrated success in planning, implementing and achieving goals through established strategies
- Excellent verbal and written communication skills
- Extraordinary attention to detail
- Demonstrated project management & creative problem solving skills with an ability to manage multiple priorities and deadlines at one time
- Proficient with MS Office products including Word, Excel, and Outlook
- Experience using social media to increase/track audience engagement; knowledge of social media best practices, online media tools/resources, and of emerging or traditional media channels
- Experience with association meeting management, chapter relations, social media management and growth, account management or business unit management
- Experience working in Hootsuite, Adobe Creative Suite, and Google Analytics

COMMUNICATION AND CRITICAL THINKING SKILLS

Ability to read, analyze, and understand general business/company related articles and professional journals; Ability to speak effectively before groups of customers or employees. Ability to solve practical problems and deal with a variety of known variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, or diagram formats.