

Macon County Conservation District

Job Title: Marketing Specialist
Department: Program Services
Reports To: Director of Program Services
Position Status: Exempt

Summary:

The Marketing Specialist is responsible for all marketing and promotional activities for the Macon County Conservation District and the Macon County Conservation Foundation. Under the direction of the Director of Program Services, the Marketing Specialist creates and implements a comprehensive marketing strategy to expand awareness of the Conservation District and its Foundation and programs. This position manages all marketing components including: print media; the Conservation District's newsletters, flyers, ads, brochures, press releases; website; media interviews; and social media.

Qualifications:

Bachelor's degree in marketing, communications, or related field. Successful experience in managing and tracking multiple projects in a similar work environment. Excellent written and oral communication skills. Proficient in the use of computers and associated software programs for development of visual graphics and various media formats. Valid Illinois driver's license. Successful completion of a background check and drug screen.

Essential Functions:

1. Develop and implement an annual marketing plan for the Conservation District and Conservation Foundation.
2. Coordinate all marketing activities and events. Evaluate results and develop corrective strategies as needed.
3. Develop all print media including but not limited to brochures, flyers, banners.
4. Develop and oversee the production of the quarterly newsletters for the Conservation District. Write articles and special features.
5. Assists in the planning of and participates in special events of the Conservation Foundation, i.e., Prairie Pedal and the Rock Springs Ramble.
6. Work with other staff to develop stories for the District's own publications or others in the community.

7. Manage electronic media outlets including the District's website and social media pages and those of the Foundation.
8. Develop and implement marketing strategies for facilities, special events, and programs.
9. Work with graphic designers, printers, and web designer to produce quality marketing materials.
10. Write press releases, copy for marketing materials, annual reports, advertisements and other related material.
11. Manage media relations, research feature opportunities, and build relationships with key media.
12. Work closely with the web manager to ensure messaging is consistent with overall marketing and communication objectives.
13. Invites media to events and serves as onsite media contact. Produces media kits.
14. Initiates media opportunities including on-air interviews and feature stories.
15. Maintains database of media contacts.
16. Works with the Director of Program Services to prepare and manage marketing budget.
17. Takes photos of events, programs, facilities to be used in publications, on the website, and in other marketing opportunities.
18. Maintain confidentiality of sensitive, personal, or financial information.

Marginal Functions:

1. Attends community events to promote and expand awareness of the District.
2. Order bench and wall plaques as needed.

Psychological Considerations:

1. Regularly required to handle high volumes of work and meet deadlines.
2. Ability to work a flexible schedule when events dictate.
3. Must have the ability to deal with the public, staff and media.

Physiological Considerations:

1. Regularly performs work on a computer.

Environmental Considerations:

1. May be exposed to weather extremes and outdoor conditions.
2. Indoor environmental conditions include lighting, temperature and moderate noise.

Cognitive Considerations:

1. Must be a self-starter and able to design and implement multiple projects, set and meet deadlines.
2. Ability to independently analyze and use sound judgment to identify and solve problems.
3. Ability to communicate a compelling vision and sense of core purpose.
4. Ability to maintain confidentiality.

Language Skills:

1. Excellent written and verbal communication skills to create articles, stories, advertising, public presentations and other promotional materials.
2. Ability to communicate with graphic designers, printers and others to create marketing materials.
3. Ability to speak effectively with individuals and before groups.

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements.