



Content Marketing Specialist

Position Summary

The Content Marketing Specialist (CMS) primarily supports the Marketing Department, the Programs Group, but also the overall Foundation. The CMS delivers a broad range of internal and external marketing and communications services to the staff, directors, current and potential constituents, and the public. Communication media includes formal written documents, PowerPoint presentations, email, social media, company website content, overall branding, and other relevant means of communication.

Reports to: Marketing Manager

Specific Job Duties:

1. Continual update and enhancement of the Foundation web site and social media tools to provide adequate, current, and relevant information to constituents and the public.
2. Maintaining press release distribution lists.
3. Event planning, coordination, and support.
4. Support fundraising launches.
5. Participate in program brainstorming and planning.
6. Support the Program Managers and assist with program execution as required.
7. Develop and implement user training information and tools on all Foundation programs offered to constituents.
8. Work with Marketing Manager and staff to ensure actions and messages of the Foundation support the overall branding of the organization.
9. Assist in conveying the impact of the Foundation to the industry and public.
10. Assist with the communication plan to different constituent demographics.
11. Other duties and responsibilities as assigned by the Marketing Manager and Foundation leadership.