



MARKETING COMMUNICATIONS SPECIALIST

Position:	Marketing Communications Specialist
Reports to:	Chief of Operations
Status:	Salary/Exempt
Terms:	Full-time
Location:	Atlanta, GA
Posted:	October 28, 2019
Initial Review:	November 4, 2019

POSITION SUMMARY

The Marketing Communications Specialist reports to the Chief of Operations and is responsible for the communications output of the organization through the design, development, and implementation of promotional campaigns/strategies, materials, market research/analysis, content management of web and social media assets, and providing customer service and support to external constituents.

RESPONSIBILITIES

- Design, develop, and execute marketing communications campaigns and plans, including content for print, websites, social media, and email campaigns, with supporting data sheets, flyers, infographics, brochures, postcards, web copy, emails, presentations, and video
- Create program materials for forums, workshops, exhibits, and presentations including PowerPoint presentations, format and layout of workbooks, handouts, table displays, booth exhibits, brochures, giveaways, and other promotional items
- Work collaboratively with meetings and events staff to ensure effectiveness and consistent/appropriate application of branded collateral, displays, and other materials for all ACEN programs, events, exhibits, and presentations
- Conceptualize, design, and develop supporting graphics, audio/video, and other media components for web programs, forums, workshops, exhibits, presentations, social media, and email campaigns
- Liaise, interface, and follow-up with vendors, public relation and communication firms, editors, other media outlets, trade organizations and associations
- Coordinate and maintain the shared calendar related to scheduling, travel and logistics, and event specific information for ACEN outreach programs, exhibits, presentations, and other public speaking engagements
- Research and identify outreach opportunities to foster brand recognition and confidence
- Manage the publishing of the ACEN newsletter, Reports to Constituents, and other printed and electronic publications, including writing, editing, and coordination of content, artwork, layout, and formatting
- Design and develop welcome and informational packets for peer evaluators, nurse administrators, forum/workshop and conference attendees, and other agency programs
- Develop media kits and assist in the design of sponsor/vendor prospectus for the ACEN Annual Conference and other programs
- Research, collect and organize, perform data-entry and ad-hoc reports, and maintain information for identified target markets and specialty groups

- Maintain and manage library of communication assets, copyrights, trademarks, and registrations
- Ensure proper use and compliance to ACEN communication standards for internal and external publications, messaging, and branding
- Copyedit and proofread internal and external mass communications for consistency of messaging
- Maintain and optimize the ACEN website, including content and asset management, ensuring currency, accuracy of information, and increasing quality and website traffic through SEO
- Develop and maintain social media presence, content development, postings
- Collect, analyze, and report data on effectiveness of executed digital and social media campaigns and strategies Respond to feedback, general inquiries, and requests for information from various ACEN public outlets, including website, social media accounts, surveys and questionnaires
- Other duties as assigned

QUALIFICATIONS

All of the following are required and considered critical elements to be considered for the position (as noted):

- Baccalaureate degree in communications or related field
- 4+ years of related experience in copywriting, graphic design, PR or related work
- Exceptional creative writing, verbal, and presentation skills
- Strong editing skills
- Proficient with Microsoft Office (Word, Excel, Access, Outlook, and PowerPoint)
- Strong web research skills and working knowledge of social media landscape
- Practical experience with Adobe Creative Suite applications and an understanding of WordPress, basic HTML, and other web technologies are preferred
- Comfortable with web-based project management tools and collaboration technologies
- Positive attitude and able to work both independently and collaboratively, within a deadline-intensive environment
- Self-motivated, results driven, proactive, and energetic
- Detail-oriented and highly organized with excellent time management skills
- Flexible, change embracing in rapidly evolving work and environment
- Ability to relate to and work with a wide variety of stakeholders and community partners

COMPANY OVERVIEW

The Accreditation Commission for Education in Nursing (ACEN) supports the interests of nursing education, nursing practice, and the public by the functions of accreditation. ACEN is an equal opportunity employer.