

Marketing Communications Specialist
Position Description
BICSI IS AN EQUAL OPPORTUNITY EMPLOYER

Job Title: Marketing Communications Specialist
Report to: Director of Marketing
FLSA Status: Exempt/Salary
Department: Marketing
Location: Tampa, FL

SUMMARY

Serves as a member of an energetic, results-oriented Marketing team. Works closely to support the efforts of the Director of Marketing, VP, providing campaign marketing assistance as necessary for successful implementation of all Department projects and campaigns. Responsible for coordination, development and delivery of internal and external communications, and promoting BICSI products and services while reinforcing BICSI's mission and brand identity. In addition, responsible for a variety of activities within the Marketing department including but not limited to public relations and media events, publicity, trade shows, social and digital media, conference scripting, research, reporting, company events and media evaluation & results. Critical to this position is a high level of customer care, ability to work closely with other departments and multi-task, and a flexible work style.

Essential Duties and Responsibilities include the following:

- Coordinates company publicity for all BICSI brands.
- Develops and executes marketing communications plans and project management for various projects developed by the marketing team
- Oversees company publicity for all BICSI brands and monitor media coverage and summarize quarterly
- Manages mass email campaign content, scheduling, testing and sending for public relations and branding purposes.
- Coordinates the BICSI Board of Directors election process and, as necessary, the Bylaws election process.
- Coordinates award activities for volunteers
- Develops content for and provides content management of the company's external and internal websites in coordination with Digital Media Specialist.
- Develops, implements and evaluates assigned public relations projects and all corresponding media materials.
- Develops story ideas, writes feature articles and writes, edits and distributes news releases and media alerts.
- Collaborates with ICT Today editor to ensure articles comply with BICSI standards of publication. Reviews each bimonthly publication prior to press.
- Maintains current and establishes new relationships with industry media.
- Develop product positioning and messaging that resonates with target buyer personas.
- Explores proactive public relations opportunities for increased media exposure.
- Develops, writes and edits presentations, scripts, speeches and articles for BICSI volunteer leadership and staff.
- Performs selected copywriting tasks to support implementation of departmental projects including writing copy appropriate to the target audience and the objectives of the project.

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- Executes copywriting, editing and reviewing all marketing collateral as it relates to social media, websites, public relations efforts, Web advertising, including both original copy and copy generated by others; with an emphasis on AP style.
- Coordinates with Digital Marketing Specialist on content and tactics for all BICSI social media sites to promote BICSI awareness. Collaborates with Digital Media Specialist on social media reports for trends in activity.

As with all members of the Marketing Department, serves as a liaison and representative for member needs including, but not limited to, the following:

- Responds promptly to miscellaneous member and non-member inquiries, via telephone, email or other such appropriate method
- Maintains awareness of member needs/concerns
- Evaluates and forwards member concerns to department management.

Performing other duties as assigned.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience:

- Bachelor's Degree in Marketing, Communications, Journalism or Relevant Field required.
- Proven work experience as a marketing coordinator, specialist or other marketing professional.

Computer Skills:

To perform this job successfully, and individual should have through knowledge of:

- Office 365 programs
- Adobe Dreamweaver
- Internet
- Website content management systems
- Understanding of Web-based resources including online databases and search engines
- Solid knowledge of Photoshop, Final Cut Pro, Premiere Pro, Audacity or other media editing software
- Knowledge of other Adobe products including as InDesign helpful

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- Customer database systems

Supervisor Responsibilities:

None

Travel Requirements:

15% - 3 (sometimes four) week-long BICSI conferences each year and additional tradeshows as required.

Math Ability:

Ability to calculate figures and amounts such as discounts and percentages.

Work Environment:

The work environment is a cubical (work station) atmosphere, where low to moderate noise or sound will be heard from or made by others sitting around you. It is usually pleasant with minimal loud disturbances.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is frequently required to sit. The employee is occasionally required to stand and use hands to finger, handle, or feel. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, depth perception and ability to adjust focus. Aural abilities required include ability to hear individuals on the phone and speaking face to face.

Must be able to attend 3 (sometimes four) week-long BICSI conferences each year and additional trade shows as required.

Competency:

To perform the job successfully, an individual should demonstrate the following competencies:

Analytical – Collects and researches data; Uses intuition and experience to complement data; Designs work flows and procedures.

Problem Solving – Identifies and resolves challenges in a timely manner with independent judgment; Develops alternative solutions; Works well in group problem solving situation; Uses reason even when dealing with emotional topics.

Project Management – Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and on budget using independent judgment; Manages project team activities.

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Customer Service – Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

Interpersonal – Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others ideas and tries new things.

Oral Communication – Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Participates in meetings.

Team Work – Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit.

Change Management – Builds commitment and overcomes resistance; Prepares and supports those affected by change.

Leadership – Exhibits confidence in self and others; Inspires respect and trust; Accepts feedback from others; Displays passion and optimism.

Quality Management – Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.

Cost Consciousness – Develops proposed budgets. Works within approved budget; Conserves organizational resources.

Organizational Support – Follow policies and procedures; Completes administrative tasks correctly and on time; Supports the organization's goals and values.

Adaptability – Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality – Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Dependability – Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments.

Initiative – Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

Innovation – Displays original thinking and creativity with independent judgment; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents idea and information in a manner that gets others' attention.

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Judgment – Displays willingness to make decisions independently; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

Motivation – Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.

Planning/Organizing – Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

Professionalism – Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration.

Quality – Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

Quantity – Meets productivity standards; Completes work in timely manner; Strives to increase productivity.