Marketing Specialist

The SCORE Association is seeking a Marketing Specialist to support the general activities of the marketing team in their efforts to improve, increase, and promote SCORE services and brand. The Marketing Specialist will provide support in the following areas: webinar production and moderating, content development, campaign management, project management, online marketing, partner marketing, and marketing research & analytics.

The ideal candidate possesses strong writing, communication, and organizational skills as well as a sharp eye for accuracy, syntax, grammar, and aesthetics. S/he should also be highly organized and passionate about user engagement and retention. The ideal candidate also has experience in branding and data analysis/measurement.

We’re looking for a self-starter, proactive problem solver and a detail-oriented team player. S/he should be committed to providing superior service, poised under fast-paced pressure and have a relentlessly positive, flexible, ‘whatever it takes’ attitude.

Responsibilities

- Collaborate with the Marketing Director and Vice President of Marketing on campaign strategy; coordinates and executes assigned marketing projects and campaigns from kickoff to post-mortem
- Manage the implementation, tracking, and measurement of marketing campaigns and major projects
- Work with staff, partners and vendors to drive successful execution of the marketing plan
- Write, edit and proofread copy for promotional materials within marketing campaigns; Ensure accuracy of marketing materials
- Ensure that the organization’s brand and identity is adhered to in campaigns and in all communication channels
- Deliver regular reports of campaign results, including web analysis and evaluation of KPIs
- Support the marketing-related tactics of any nationally-supported local events
- Administer the website(s) or landing pages associated with each campaign; Organize, maintain, and update other website pages to ensure proper promotion of SCORE services and resources
- Proactively identify opportunities for process improvement and reducing execution complexity
- Keep abreast of current trends in marketing
- Assist the Vice President of marketing and marketing team with the planning and implementation of numerous projects (eg: live webinars, virtual conferences, content development, process book maintenance, etc.)
- Assist with the compilation of monthly partner stats; help create sponsor reports for the SCORE Foundation
- Assist in the testing of website changes and enhancements
- Respond to marketing department inquiries
- Assist with the preparation and editing of marketing materials including presentations, brochures, data, images, and reports
- Track program metrics and coordinate regular monthly reports for the marketing team
- QA own work to ensure flawless execution and delivery; Proof content from partners & volunteers; Review and edit marketing/ communications materials for grammatical errors and brand compliance

Qualifications

- Strong copywriting and editing skills
- Proficiency using web-based content management tools, Drupal preferred
- Proficiency with webinar platforms and video conferencing tools including Zoom, WebEx, and other tools
- Good, creative intuition when it comes to messaging and designs that represent our brand and resonate with our audience
- MS Office proficiency (Word, PowerPoint, Outlook, and Excel)
- Self-starter with a drive to learn and the ability to work independently or collaboratively and under deadline pressure
- Ability to apply critical thinking and complete tasks on time with strong attention to detail
- Ability to manage multiple projects in a fast-paced, deadline-driven environment
- Strong project management skills with the ability to coordinate many activities and manage strict deadlines
- Professional interpersonal skills with the ability to work with corporate partners
Preferred Skills

- Bachelor's degree in marketing, communications, or related field of study preferred.
- Understanding of Google Analytics (or other metrics tools), keyword research, SEO, SEM, and PPC.
- Graphic design experience or familiarity with Adobe Creative Suite (Illustrator, Photoshop, InDesign, etc.); video and/or digital media/software a plus.
- Basic understanding of web languages.

This is a full-time, contract position. Interested parties should send their resume and salary requirements to candice.stennett@score.org. No phone calls or other inquiries, please.

SCORE "Mentors to America's Small Business" is a nonprofit resource partner with the U.S. Small Business Administration dedicated to the formation, growth and success of small business nationwide. Founded in 1964, SCORE currently has approximately 10,000 volunteers in approximately 300 chapters nationwide. The national headquarters is located in Herndon, Virginia.