



## **JOB TITLE: Communication and Marketing Specialist**

**DEPARTMENT:** Development

**LOCATION:** 2160 Old Selma Road

**NORMAL WORKING HOURS:** 7:00 AM to 3:30 PM as required by assignment

**REPORTS TO:** Development Director

**POSITIONS SUPERVISED:** None

### **POSITION CONCEPT**

The Marketing and Communications Specialist will present our products, services, solutions, capabilities, and development efforts to both external and outward facing audiences in ways that will strengthen our brand and boost sales.

**About The Abilities Connection (TAC):** The Abilities connection is a 501( c ) 3 non-profit whose primary mission is to help people with disabilities find employment and integration into the community. We accomplish this by removing barriers and offering several vocational and social pathways for the people we serve. This position offers a broad range of marketing opportunities and experience. The marketing opportunities include: a quick serve salad restaurant in downtown Springfield, a line of pet products manufactured and distributed by TAC, B2B and B2C fulfillment services, vocational and integration services throughout Ohio, Group Employment sites within Ohio, a virtual learning platform and many others.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

1. Responsible for various marketing techniques, technologies, communications channels and pricing strategies.
2. Work with Business Innovation, Development team, and outside agencies to implement overall Marketing Strategic Plan.
3. Manage social media presence to ensure that all platforms remain active and aligned with overall goals of the organization. (Facebook, Email Marketing, Twitter, Linked In and Instagram).
4. Ability to develop product messaging that differentiates new products and services from others in various markets.
5. Ensures internet presence remains compelling and informative. Maintain a consistent, authentic "voice" across all social media channels to deepen the relationship between supporters and the organization.
6. Maintain and manage competitive intelligence and comparisons by working with cross-functional stakeholders and executing self-lead research.
7. Assist Business Innovation and Development team on calls when appropriate to provide deeper dives into the product with potential joint venture partners and/or customer.
8. Speak and present both internally and externally to promote the story of our mission.
9. Coordinate media outreach and coverage with media releases, TV/Radio interviews, feature stores, PSA's, press conferences, for promotional activities and product launches.
10. Create and coordinate photography and video for/of events, activities, etc. for use in publications, media, etc. and ensure appropriate releases are signs and filed; maintain graphics and photo files.
11. Use market research data to determine product viability and pricing for existing proposed products.
12. Establish and maintain a timely and accurate data and information base of supporters. Manage and update email lists for fundraising campaigns, including e-newsletter subscribers; partner with other Departments to ensure that email lists for other stakeholder groups are up-to-date for organization's email communications.
13. Establish and maintain valuable marketing/communications supplier relationships and negotiate the acquisition of required services and resources.
14. Experience in Marketing Analysis and Website Analysis

### **QUALIFICATIONS / REQUIREMENT**

1. Excellent interpersonal verbal and written communications skills.
2. Team player with proactive mindset to complete projects.
3. Design and creative skills, copy writing and understanding of print resource production and printing.
4. Self-motivated, takes direction, works under pressure, meets expectations and deadlines.
5. Excellent, proven project management skills and good judgement.
6. Passion for digital landscape, media, trends and online behavior.
7. Working knowledge of the sales process and customer service strategies.
8. Experience with MS Office suite (MSWord, Power Point, Excel, Outlook, etc.).
9. Experience with Adobe CS4 suite or equivalent (Photoshop, Illustrator, In-Design).
10. Experience with audio and video production.
11. Experience with Word Press, Dream Weaver, HTML and other web development tools.
12. Successful completion of Drug Screen.
13. Satisfactory Results of Local and State Records Checks.

14. Valid Ohio driver's license.

**EDUCATION/TRAINING/EXPERIENCE:**

1. Bachelors degree in Communications, Public Relations, Marketing or related field
2. Previous working experience in a Marketing Role is desired but would consider recent college graduate.

**POST HIRE REQUIRED TRAINING/CERTIFICATION/REGISTRATION/LICENSE:**

As needed.

**RELATED FUNCTIONS, DUTIES & RESPONSIBILITIES:**

1. Maintains confidentiality.
2. Provides accurate and timely records as required by the position.
3. Performs other duties as related.