

Lutheran Services Carolinas

Job Description

Job Title: Marketing Specialist

Supervisor (title): Director of Communications

Department: Communications

Approved by: THB

Date: 7/1/2019

Position Purpose/Summary: The marketing specialist is responsible for creating and producing LSC marketing materials (signs, posters, boards, banners, billboards, brochures, flyers, invitations, rack cards, giveaways, ads, etc.) and implementing marketing and public relations strategies. Assist the director of communications in internal and external communication.

Essential Functions:

1. Back up, assist, and support the director of communications.
2. Take the lead on LSC marketing materials, including signs, posters, boards, banners, billboards, brochures, flyers, invitations, rack cards, giveaways, ads, etc.), including producing promotional materials for LSC, as well as working with facilities and programs to supply or assist in meeting their promotional needs.
3. Write stories, press releases, features, announcements for use by newspapers, TV, radio, social media, and websites.
4. Design/create simple graphics to be used on social media and elsewhere.
5. Produce websites and maintain content, in conjunction with the marketing and communications specialist, including main LSC site and program sites. Manage communications efforts company-wide and provide oversight of affiliate communications and marketing pieces.
6. Manage branding standards to include usage of the LSC colors, logo, fonts and items such as vehicles, signage, letterhead, business cards, and name badges in addition to use marketing materials whether online or and printed pieces.
7. Create or monitor the creation of all LSC marketing materials including those generated by programs and services.
8. Ensure that all communications are diverse, represent a balance between geographic regions, and a balance between child and family and senior services.
9. Manage most postage-related matters for the LSC office and nonprofit permit applications for Trinity communities.
10. Serve as editor/proofreader for director of communications.
11. Take the lead in maintaining a supply of LSC promotional items in the LSC Administrative Office as well as regional offices and encouraging their use in ways which enhance and promote the LSC brand
12. Assist in the development of the customer service programs, employee recognition, and fun!
13. Assist with producing content for Voices.
14. Represent LSC at events as requested.
15. Create the employee T-shirt (manage design, production, and distribution).
16. Help advance LSC social media efforts, including Facebook, Instagram, YouTube, in support of company-wide marketing, public relations, communications, and development initiatives. Help monitor social media efforts company-wide.
17. Support fundraising efforts, especially online efforts (Midlands Gives, Giving Tuesday)
18. Respond to requests for special projects.

19. Review program newsletters and other materials (editing, proofing) as requested.
20. Assist with administrative functions such as copying, collating, or distributing materials as needed.
21. Take photographs and video for internal and external use and maintain photograph archive.

Supervisory Responsibilities, if any: None

Qualifications (minimum job requirements): *The requirements listed below are representative of the knowledge, skill, and/or ability required for the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions*

Education: BA or BS degree in related field

Experience: Knowledge of social media platforms and applications

Specific skills/abilities: Demonstrated writing, proofing, and editing skills; photography skills; social media skills. Knowledge of Microsoft Office.

Preferences

Graphic design skills and experience; video production experience; website content management experience.

Working Conditions/Physical Requirements:

- Ambulatory throughout all areas of the organization
- Sitting at desk and in front of computer for extended periods of time.
- Ability to bend, stop, reach.
- Ability to travel throughout the Carolinas to cover stories and events as needed, including evening or overnight travel.
- Ability to lift and carry 25 pounds.

This job description is not an employment contract. Lutheran Services Carolinas reserves the right to alter the job description at any time without notice.

Employee Signature

Date

Supervisor Signature

Date

Employee signature constitutes employee's understanding of the requirements, essential functions and duties of the position.