

GREAT SMOKY MOUNTAINS INSTITUTE AT TREMONT

POSITION DESCRIPTION

POSITION TITLE: Marketing and Technology Coordinator

Reports to: President/CEO

Job Status: (Salary)

Category: (Non-Exempt)

Classification: (Regular full time)

PURPOSE OF POSITION

Oversee the Marketing area in duties associated with public relations (PR) including development and implementation of e-strategies across relevant media for Great Smoky Mountains Institute at Tremont.

KEY AREAS OF RESPONSIBILITY

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them if the work is similar, related, or a logical assignment for this position. Other duties may be required and assigned.

MARKETING

Coordinates and oversees efforts for marketing GSMIT in multiple areas: recruiting participants, branding and recognition of Tremont, and nurturing donors.

Works in collaboration with the leadership team to develop and implement annual marketing plan.

Tracks and analyzes enrollment and recommends marketing strategies and campaigns.

Oversee various marketing projects. Projects include marketing research, oversight of the creative development of layouts and copy for publications, annual report, presentation, website and other marketing media. Conducts project background research and carries out special administrative projects independently or in collaboration with other staff, as directed.

Oversees the use of the Tremont campus, store, and facilities for marketing and branding purposes.

Provides assistance with development projects including but not limited to: research, graphic design, copy writing, and special events. Serves as liaison with the media and PR firms.

Writes, submits, and tracks press releases. Monitors PR success and modifies plans accordingly; writes for and serves as backup for bi-monthly electronic newsletter.

Identifies opportunities for outreach activities related to marketing and recruitment, such as fairs, conferences, events, etc.

Works in collaboration with leadership and other departments of volunteer recruitment and management.

Serves as Webmaster for www.gsmit.org including design, layout and day-to-day maintenance, including coordinating updates and suggesting and implementing new technology. Assists with writing and posting content for the website. Researches and post photos and graphics for site.

Assist in implementation of e-strategies across relevant media. Grows Tremont's social networking sites.

Performs clerical tasks including but not limited to: handling incoming and outgoing PR and IT related correspondence; preparing outgoing correspondence, maintains applicable financial and administrative records; designs and prepares bulletin boards and other displays; copies documents; completes various forms, reports, correspondence, lists, schedules, packets, or other documents.

Helps recruit, train, and manage volunteers for events, project, and routine support.

TECHNOLOGY

Recommends and implements innovative technology systems and resources.

Develops and maintains information technology budget.

Maintains computers and computer network, evaluating needs and troubleshooting problems.

Responsible for installation of new hardware and software.

Trains other staff in use of computer network, software, and cloud-based systems.

ADDITIONAL RESPONSIBILITIES

Provides assistance to other employees or departments as needed.

May operate a motor vehicle to run errands or conduct other work activities.

MINIMUM QUALIFICATIONS

Experience and Education: Bachelor's degree and 1 – 3 years of business, public relations or marketing experience or equivalent. Desired: Experience with ad placement, negotiating rates, 2 years experience in a support role with proven communications skills or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Performance Aptitudes:

COMMUNICATION SKILLS: Requires the ability to listen well, speak clearly and express thoughts effectively and professionally. Requires conveying information through nonverbal communications.

COMPUTER SKILLS: Requires the ability to work in a Mac environment, with a strong knowledge of MS Office, FileMaker Pro, Adobe Creative Suite, Internet browsers and collaboration tools, and e-mail. Must have working knowledge of Wordpress, Adobe Dreamweaver, Photoshop, and be familiar with HTML and CSS. Must have ability to calculate and/or tabulate data.

INITIATIVE: requires the ability to influence events rather than just accept them.

LEADERSHIP SKILLS: requires the ability to effectively create conditions that will motivate and guide individuals towards task accomplishments and a productive work environment.

PLANNING, ORGANIZATION, AND PROBLEM SOLVING: requires the ability to establish and translate plans for the department that are consistent with goals and priorities. Needs to be detail oriented and have ability to follow through on projects. Must be able to multitask.

SAFETY: requires the ability to monitor and model safe work habits.

SITUATIONAL REASONING: Requires the ability to exercise judgment, decisiveness and creativity in situations involving a variety of generally pre-defined duties that are often characterized by frequent change.

TEAMWORK: requires the ability to communicate, support, and cooperate with others to achieve company goals.

Vehicle Utilization: Requires possession and maintenance of a valid driver's license.

Physical Ability: Tasks require the ability to exert light physical effort in sedentary to light work, but may involve some lifting, carrying, pushing and/or pulling of objects and materials of medium weight (40-60 pounds). Tasks may involve extended periods of time at a keyboard or workstation.

The Great Smoky Mountains Institute at Tremont is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, GSMIT will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.