Title: Marketing Associate

Reports to: Director of Marketing and Communications

FSLA Status Non-exempt

Version 1.0

**Summary Statement**:

The Marketing Associate reports to the Director of Marketing and Communications and is part of the Development team, led by the Chief Development and Marketing Officer. Alaska Public Media is the source of NPR radio, PBS television for South Central Alaska and stewards of the statewide news on multiple platforms. This role plays an integral part of Alaska Public Media’s statewide communications and marketing efforts, helping support efforts on social media, web, email and broadcast.

**Essential Functions**:

The Marketing Associate’s primary function is to support efforts across various communications channels including, but not limited to, social media, web, broadcast, and email. This will include the scheduling of content on the web and social media, design of physical or digital marketing materials and coordination of cross-promotional collaborations internally and with external community partners.

**Duties and Responsibilities**:

In addition to the above functions, the Marketing Associate will:

* Develop and schedule social media posts, as identified by the Director of Communications and Marketing on the organization’s cross-promotional calendar
* Monitor social media comments and messages, forwarding flagged messages or comments to appropriate internal partners and responding to inquiries as needed
* Coordinate with internal and external partners to acquire required assets for co-branded or sponsored social media posts or other marketing efforts
* Create and schedule new email campaigns and maintain existing using Constant Contact
* Coordinate placement of sponsor underwriting placements in print and the web, ad placements, banners or pop-up images on alaskapublic.org, the AKPM App, email and other platforms
* Assist with proofing and editing documents and collateral such as press releases, reports, brochures, program guides, schedules, etc...
* Manage stock of internal marketing materials and reorder as necessary from third party vendors.
* Assist with developing digital or physical marketing materials to include slider images, social graphics, brochures, reports, etc...
* Perform other marketing duties as assigned

**Required Qualifications:**

* Proficiency with Adobe Creative Suite (InDesign, Illustrator, Photoshop, etc…) and Microsoft Office / Google Drive applications (Sheets/Excel, Docs/Word, Slides/Powerpoint, etc…)
* Ability to work independently and across organizational departments with a strong attention to detail
* Strong writing and communication skills
* Highly organized and motivated

**Desired Qualifications:**

* Prior social media management experience
* Prior email campaign management experience
* Prior Experience in a Design, Marketing or Communications role
* Knowledge of and passion for public media a plus.
* Sample portfolio of any communications related work

**Competencies:**

* Act in accordance with AKPM policies
* Support AKPM compliance efforts with FCC, CPB, NPR and PBS rules and regulations
* Communicate effectively
* Apply critical thinking and problem solving skills
* Maintain positive relationships with both internal and external customers.
* Demonstrate consistent outstanding customer service
* Proficient at computer use to include office software products, custom software packages, internet and e-mail
* Consistently demonstrate ethical behavior
* Must exercise good judgement for the prompt completion of responsibilities

**Employee Expectations:**

Must be able to work in a constantly changing environment with demonstrated ability to juggle and prioritize multiple, competing tasks and demands while seeking supervisory assistance as appropriate.

**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.

The employee is regularly required to stand, walk and sit; use hands to handle or feet; reach with hands and arms; talk and hear. The employee is occasionally required to stoop, kneel, crouch or crawl. The employee must be able to lift and/or move up to 40 pounds.

**Work Environment:**

The work environment characteristics described here are typical of a television/radio broadcast office environment and representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform essential functions.

The noise level in the work environment is usually moderate.

Alaska Public Media is an equal opportunity employer.

I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_have received a copy of this job description on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*(Name) (Date)*

Employee’s signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_