



Marketing Specialist

Committee:	Public Relations Committee
Location:	Virtual
Job Title:	Marketing Specialist
Reports To:	Public Relations Committee Chair

Type of position: <input type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Contractor <input type="checkbox"/> Intern <input checked="" type="checkbox"/> Volunteer	Hours_____ / week <input type="checkbox"/> Exempt <input type="checkbox"/> Nonexempt <input checked="" type="checkbox"/> N/A
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General Description

The i-Trek marketing specialist will develop marketing strategies that will help promote i-Trek and its mission.

Essential Duties

- Plan and implement activities for ongoing solicitation of contributions, grants and volunteer services.
- Plan, prepare and execute external communications programs.
- Stays current on STEM education topics, marketing and fundraising development trends.
- Write, design, and manage the production and distribution of media releases, ads, brochures, newsletters, fund development solicitations, direct mail, website updates and other communications materials.
- Arrange for vendor services for design, printing, photography, ad placement and other services.
- Plan and schedule meetings, presentations, programs and/or special events.

Work Experience Requirements

- Analytical Skills
- Creativity
- Communications Skills
- Decision Making Skills
- Organizational Skills
- A minimum of one year in professional experience
- Proficiency with Google Docs
- Basic computer literacy and some knowledge of word processing software and email
- Ability to set priorities, multitask, manage time, meet deadlines and be willing to take initiative to ensure a project succeeds as necessary. An impeccable commitment to follow through and attention to detail is a must.

Education Requirements

None

Normal Working Hours and Conditions

- All volunteers are expected to attend monthly committee conference calls and complete and assigned tasks.
- Applicants are expected to have timely responses to email.
- Commitment will not exceed 10 hours per week.
- Volunteers must comply with i-Trek’s Volunteer Code of Conduct (provided shortly after initial interview to all perspective applicants).
- Hours outside of your usual schedule will be expected (some evenings and weekends will be necessary).
- All volunteers should be willing and able to work virtually.

Reviewed By:		Title:	
Approved By:		Title:	
Date Posted:			
Date Hired:			

Equal Opportunity Employer

i-Trek is committed to maintaining a work and learning environment free from discrimination on the basis of race, color, religion, national origin, pregnancy, gender identity, sexual orientation, marital/civil union status, ancestry, place of birth, age, citizenship status, veteran status, political affiliation, genetic information or disability, as defined and required by state and federal laws. Additionally, we prohibit retaliation against individuals who oppose such discrimination and harassment or who participate in an equal opportunity investigation.