

Marketing Specialist

Job Description & Qualifications

POSITION DETAILS

The Marketing Specialist is responsible for assisting in the development and leading the implementation of the Greater Peoria Economic Development Council's digital marketing strategies.

DUTIES AND RESPONSIBILITIES

- Assist Communications Director in the development of a digital marketing strategy and plan to support GPEDC programs and promote the organization.
- Assist in building and managing the Greater Peoria Data Hub
- Organize and streamline operation of the organizations digital marketing systems
- Improve and manage all GPEDC websites and implement SEO techniques
- Assist in creation of marketing campaign materials and lead the execution of campaigns using all relevant digital tools
- Maintain CRM database, and buildout and manage automated marketing platforms
- Coordinate social media sharing of content with staff and interns
- Organize and track data analytics for websites, social media, and email marketing
- Create and distribute the monthly GPEDC newsletter

QUALIFICATIONS

- Bachelor's degree from an appropriately accredited four-year college or university.
- Related experience and/or training in a field such as digital marketing, integrated marketing, advertising, communications, data analytics, etc.
- Proficiency in Wordpress, Google Analytics, email marketing platforms (Sharpspring and Constant Contact), data visualization programs (Tableau), and social media platforms.
- Experience creating multimedia content using Adobe Creative Cloud programs a plus!

COMMUNICATIONS SKILLS

- Superb written skills to communicate information and ideas
- Ability to establish and maintain interpersonal relationships among team members, as well as members of the community
- Ability to effectively present information in a customized format and respond to questions from groups of clients, investors, media, and the general public both orally and in writing.

ORGANIZATIONAL SKILLS

- Ability to multi-task and manage a variety of responsibilities, while adhering to multiple deadlines.
- Ability to build and maintain relationships, as well as organize and host regular meetings with various stakeholders to include media and economic development partners.

Please submit a cover letter and resume to:

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