

## **Job Description**

**Job Title:** Marketing Communications Associate

**Dept:** Marketing

**Report to:** Marketing Communications Manager

**Job Category:** Full-time

**Classification:** Non-Exempt

### **Summary of Position**

The Marketing Associate is a key contributor to ARRL marketing efforts, supporting the marketing team's initiatives with the execution and tracking of email marketing campaigns, member communications, events, and product promotions.

Reporting to the Marketing and Communications Manager, this position will develop and execute email marketing campaigns, create, and edit copy, and produce graphics to support various marketing efforts. The candidate must be highly creative, motivated, and willing to expand their professional scope by being involved with many aspects of a fast-paced marketing department.

This is a full-time, on-staff, on-premises job, based in Newington, Connecticut.

### **Major Duties and Responsibilities**

- Coordinate, design, and disseminate email marketing messages, announcements, and e-newsletters, using ARRL's email marketing platform (Informz).
- Maintain email and newsletter subscriber lists, monitor, and update the email calendars, and run reports for tracking analytics.
- Copywriting, editing, and graphic design support for marketing emails, e-newsletters, house ads, member communications, social media, and web pages.
- Monitors department web pages, updating text, fixing links, enhancing page layouts, and uploading images and documents.
- General administrative support duties, including communicating with vendors, organizing files and inventory, coordinating photo shoots, etc.
- Assist with research projects, gathering data, configuring surveys, etc.
- Field email inquiries and refer to the appropriate staff members as necessary.

### **Expectations**

- Contributes to creating a positive energy and fostering a team atmosphere, showing excitement and pride in the team's work, and being accountable for results.
- Demonstrated proficiency in developing and delivering email marketing campaigns.
- Demonstrated ability in writing, editing, and proofreading.
- Contributes to the overall goals and achievements of the marketing and communication team.
- Ability to meet all deadlines with efficiency and flexibility.

**Knowledge and Skills**

- Hands-on experience with email campaigns and effective marketing tactics.
- Tech-savvy with in-depth knowledge of Microsoft Office programs, Adobe InDesign, Photoshop, and Acrobat.
- Strong organizational and time management skills required.
- Solid written and oral communication skills.
- Knowledge of Higher Logic Marketing Automation (Informz), web design, and other marketing tools are a plus.
- Experience and interest in amateur radio are not required but are a huge plus!

**Experience:** One to three years of professional work in communications, marketing, journalism, graphic design, or a related area.

**Education:** Bachelor's degree in Communications, Marketing, Graphic design or a related field.

**Interpersonal Skills:** Courtesy, tact, and diplomacy are essential elements of the job. Work involves much personal contact with others inside and outside the organization to give or obtain information, build relationships, and soliciting cooperation. Must have a positive attitude and be a collaborative team player.

**Work Environment:** Fast-paced office environment. Occasional weekend and evening work and travel may be required once ARRL travel has resumed.

To apply please submit your resume and cover letter to Human Resources ([hr@arrl.org](mailto:hr@arrl.org)).