



JOB POSTING

Marketing Specialist

Columbia Economic Development Corporation
Hudson, New York 12534
518.392.4718 | www.columbiaedc.com

Application Deadline: November 18, 2020

Job Type: Part-time, 16 hrs/week

Summary

Columbia Economic Development Corporation (CEDC), Columbia County's lead economic development organization, is seeking an experienced and results-driven Marketing Specialist to join our in-house team in Hudson, NY.

This is a hands-on position for a highly motivated and experienced marketing specialist who can operate in a fast-paced environment and prioritize and handle multiple projects while meeting tight deadlines. You will be creating content for and managing social media channels, multiple websites and electronic communications. You will need to be able to work in WordPress, Mail Chimp, Adobe Creative Cloud, Survey Monkey, EventBrite, Facebook, LinkedIn, Twitter and Instagram, etc.

Education/Experience Requirement

- Bachelor's degree in Marketing, Journalism, Advertising, Communications or related field.
- Three to five years of experience in digital marketing, website and database management preferred

Qualifications

- Accuracy and attention to detail
- Excellent communications skills
- Highly developed computer skills
- Strong visual content creation skills
- Solutions-focused with problem-solving skills and a demonstrated ability to drive projects and initiatives through to completion
- Excellent creative writing and editing skills
- Ability to work independently or collaboratively with team

Responsibilities

Under the supervision of the Director of Marketing and Communications, the Marketing Specialist responsibilities include, but are not limited to:

- Manage website postings for CEDC, HIDA and Columbia Comeback websites
- Write, proof-read and edit creative and technical content across a variety of marketing channels, including monthly e-newsletter, e-blast, email and social media
- Assist with administrative tasks to ensure the efficient execution of marketing projects and initiatives
- Maintain email distribution lists and databases

Must have experience in using: Microsoft Office (Outlook, Word, Excel and PowerPoint), WordPress, FaceBook, LinkedIn, Twitter and Instagram.

Other tools helpful to know (not required): Adobe Creative Suite, Zoom, MailChimp, EventBrite and CRM software.

Hours

9AM – 1PM (4 days/week) PART-TIME

Application Procedures

All interested persons meeting the minimum qualifications are encouraged to submit a Cover Letter and Resume by EMAIL ONLY to:

Carol Wilber - cwilber@columbiaedc.com

APPLICATIONS MUST BE RECEIVED BY: NOVEMBER 18, 2020 AT 4:00 PM

Columbia Economic Development Corporation provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or military status in accordance with applicable federal laws. In addition, Columbia Economic Development Corporation complies with applicable state and local laws governing nondiscrimination in employment. This policy applies to all terms and conditions of employment, including but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

November 2020