

Marketing and Communications Director

This association has been supporting members and the profession throughout the State of Mississippi and nationally for over 100 years. They are in need of someone to manage marketing, branding, and communications with members to include sponsors/vendors relationships, social media, monthly newsletters, company website, electronic and other publications, and promotional materials.

Responsibilities:

- Develop and maintain relationships and contracts with sponsors and vendors
- Plan and execute marketing strategies for events, including educational seminars, conferences, and annual convention
- Membership database utilization, including data entry and maintenance, list development, and reporting and analysis
- Maintain website content and ability to design website to interface with management software working with a developer
- Evaluate non-dues revenue opportunities programs
- Develop marketing strategies and branding
- Responsible for monthly newsletter, promotional materials, and communications
- Manage all social media (Facebook, Twitter, LinkedIn, and Instagram)

Job Skills and Education:

- Must be proficient in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Working knowledge of Adobe, Constant Contact, Canva, Zoom, and InDesign
- Project management skills and ability to multi-task
- Knowledge applying the principles and practices of communications and marketing to the non-profit environment helpful
- Involvement working as a team member with multiple internal and external constituencies: staff, media, external businesses, and volunteers
- Experience with crisis communications and buzz marketing
- Bachelor's degree in journalism, communication or marketing is preferred
- Minimum 3-5 years of work experience in marketing, communications, public relations and journalism or any equivalent combination of training and work experience

Salary: \$50,000 + excellent benefits package to commensurate with skills and experience

Hours: 8:30 a.m. – 5:00 p.m., Monday – Friday

Apply: Send your resume and cover letter to kmoody@ms-cpa.org with the subject line “Marketing and Communications Director”.