

Marketing Associate

Schoharie Economic Enterprise Corporation (SEEC) is in search of a dynamic Marketing Associate to advance organizational priorities that will foster economic growth in Schoharie County. The Marketing Associate will be a key team member reporting to the Executive Director in a fast-paced organization. Primary responsibilities will include coordinating outreach to a variety of community stakeholders, maintaining customer relationship database, administering the website, conducting project-related research and basic media relations. Please review the expectations outlined below:

- Marketing Associate Job Responsibilities
- Marketing Associate Qualifications / Skills Required
- Education and Experience Preferred

Marketing Associate Job Responsibilities:

- **WEBSITE MANAGEMENT:** Oversee the functionality of the website, evaluate and manage website performance and collaborate to develop, maintain and update website content;
- **INTERNAL/EXTERNAL COMMUNICATIONS:** Initiate and track organizational outreach, create public relations and marketing materials such as press releases, blog posts, and newsletters, as needed; maintain promotional materials inventory and archival system; prepare marketing and communications reports by collecting, analyzing and summarizing initiatives;
- **DATABASE MANAGEMENT:** Administrative responsibility for maintaining the integrity, security and performance of SEEC technology systems and databases; work with various technology platforms, using specialized types of software to store and organize SEEC company records, alliance and customer data; oversee mailing lists; become an in-house expert to inform teammates of changes in databases and teach co-workers to utilize systems properly;
- **EVENT PLANNING:** Assist in planning meetings and stakeholder Forums by identifying, assembling, and coordinating efforts, developing schedules and assignments;
- **INDUSTRY RESEARCH:** Research and track best practices in community and economic development programs world-wide that may be adapted and practical to deliver locally garnering results; read trade publications and participate in professional development and educational opportunities to continually update job knowledge; and,
- Achieve organizational goals by accepting ownership for accomplishing new and different assignments; explore opportunities to add value to job deliverables.

SEEC accommodates telecommuting hours and offers a flex-work schedule. This position may be full or part-time with a minimum of 30 hours per week. Unique and custom benefits may be negotiated. SEEC is an equal opportunity employer.

Marketing Associate Qualifications / Skills Required:

- Direct marketing
- Market segmentation
- Marketing research
- Planning and Coordination
- Project management
- Reporting research results
- Understanding customers and organizational alliances
- Process improvement
- Initiative
- Strong aptitude using modern technologies: Microsoft Office, Office 365, Word Press, Salesforce
- Problem solving and organizational skills

A detail-oriented, logical thinker who understands project scheduling, time management and leadership concepts can excel in this position. Basic verbal and written communication and technical skills are essential. A passion for community-driven results, individual enrichment and desire to improve the quality of life and economic opportunity for all individuals in the Schoharie County community required.

Education and Experience Preferred:

- Bachelor's degree in business, marketing or demonstrated relevant work experience
- Proven experience in digital marketing and comfort working with a variety of technology platforms
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate
- Solid knowledge of website and marketing analytics tools
- Experience or familiarity with setting up and/or optimizing database and customer relationship management tools

SEEC is pleased to offer this position as a growth-oriented organization. If your skills and experience match qualities noted in this posting, please send resume to admin@seecny.org. The position will remain open until filled.