Marketing Coordinator

**Job Title:** Marketing Coordinator  
**FLSA Status:** Exempt  
**Department:** Membership, Marketing & Media  
**Type of Position:** Full Time  
**Reports To:** Director, Membership, Marketing & Media  
**Reporting to This Position:** 0 FTE

**JOB SUMMARY**

The Marketing Coordinator serves as the administrator of all CSG marketing activities.

**ESSENTIAL FUNCTIONS**

- Oversee and coordinate all electronic marketing campaigns including the promotion of CSG products and services via the website, social media and email.
- Assist in the development of major organizational marketing campaigns/collateral piece including print ads, brochures, etc.
- Assist with brand management both internally and externally.
- Coordinate, promote and provide staff support for all CSG webinars.
- Serve as CSG webmaster - responsible for proofing and aiding with regular updates of website.
- Provide research, analysis, writing & editing support for CSG publications.
- Assist in CSG election coverage analysis, research and reporting.
- Provide in-house and onsite support at CSG meetings including the national conference and leadership development program.

**DUTIES & RESPONSIBILITIES**

- Write and execute promotional materials for CSG products/services.
- Coordinate electronic outreach calendar, internal marketing calendars and CSG webinar calendar.
- Provide daily content to Twitter, Facebook and CSG blog.
- Provide content to the CSG Knowledge Center.
- Produce both written stories and advertising pieces for *Capitol Ideas* magazine.
- Assist in the development of new products as well as repackaging existing products.
- Provide logistical support for conferences.
- Interact in a professional manner with all CSG members.
- Other duties as assigned.

**SKILLS & ABILITIES**

- Strong skills in the English language, including solid grammatical, editing and writing skills.
- Working knowledge of state government including elections process, appointment process and state government composition.
- Ability to carry out routine tasks with minimum supervision.
- Ability to handle simultaneous, multiple projects; work flexibly in a team environment and communicate with members of the public in a professional manner.
- Familiarity with writing standards (i.e. AP, Chicago style, etc.) with emphasis on AP style writing guidelines preferred.
• Extensive experience with Microsoft Office Products with emphasis on Outlook, Excel, Word, PowerPoint and Contribute.

• Experience with social media/web-based media (Go-to-Meeting, Constant Contact, blogging, Facebook experience preferable)

EXPERIENCE REQUIREMENTS

• Three years of related experience or the equivalent combination of education and experience.

EDUCATION REQUIREMENTS

• Bachelor’s degree (related field preferred).

APPLICATION INSTRUCTIONS

Interested individuals should upload the following elements to https://csg.applicantpro.com/jobs/28111.html

1. Cover letter
2. Resume

Incomplete applications will not be considered.

*CSG is an Affirmative Action/Equal Employment Opportunity Employer.*

*CSG participates in E-Verify.*