

POSITION DATA		Version 1.1	
JOB TITLE	Marketing Specialist	FLSA Status	Exempt
DATE	July 2020	REPORTS TO	VP Operations or Business Development Director
LOCATION	Wheaton, IL or Virtual	SUPERVISORY ROLE?	No

POSITION SUMMARY

The Marketing Specialist will execute all marketing and communication efforts for Computer System Innovations, Inc. (“CSI”) including CSI’s web presence, social media presence, digital and print graphics, email marketing, branding consistency, and others. The Marketing Specialist will work with the CSI leadership team, as well as other departments, to support and drive our marketing, media activities, and conference planning. The Marketing Specialist will help CSI expand its presence in the not-for-profit sector. Duties include creative direction and content development of marketing and promotional materials such as digital campaigns, text and graphics generation for our website; generation of new content for our social media accounts; and posters, pamphlets, merchandise and other printed graphics.

AREAS OF RESPONSIBILITY

- **Messaging & Branding**
 - Understand brand standards and give CSI one voice, ensuring all messaging is consistent through our website, marketing campaigns, social media, events, webinars, videos, product collateral, etc.
 - Develop company advertisements and marketing materials including project summaries, reference lists, company overview packages, and content for social media and corporate website.
 - Generate and post content on our social media on a regular basis.
 - Coordinate the generation of graphics material for posters, flyers, banners and other printed material, or proposals.
 - Update content on CSI’s website (e.g. posting news stories, new product launches or improved product features, updating videos/graphics, update job postings etc.).
 - Generate ideas on how to enhance CSI’s image and branding.
 - Generate content for news stories and press releases (text and photos).
- **Lead Generation & Marketing Campaigns**
 - Identify and qualify leads & new prospects for CSI’s consulting services and software add-on products.
 - Drive lead generation and marketing campaign execution.
 - Manage campaign plans and tactics from start to finish - document campaigns, including calendars/trackers, overviews, proof of performance and tactical metrics reporting.
 - Assess campaign results and performance, identifying opportunities for improvement.

- **Networking & Relationship Development**
 - Establish, develop and maintain positive business and customer relationships through active networking and conference participation.
 - Maintain partnerships with channel partners and vendors.
 - Assist in networking opportunities and promotional activities.
 - Liaise with other software providers in the iMIS ecosystem, looking for opportunities to promote CSI products through the partner network as well as sell other 3rd party software solutions to CSI clients.
- **Conference planning and execution**
 - Work with CSI Leadership to determine conference participation
 - Ensure registration, marketing material, and appropriate attendees are scheduled
 - Liaise with Conference organizers on sponsorship levels and marketing materials
- **Continuous Improvement**
 - Track and report on Marketing Key Performance Indicators (KPIs).
 - Measure performance of marketing efforts using a variety of web analytics tools (e.g. Google Analytics, WebTrends etc.)
 - Continuously improve through feedback and coaching.
 - Be a self-starter, help others, pitch in, contribute.

SKILLS & ABILITIES

- Excellent understanding of digital marketing concepts and best practices.
- Experience with B2C social media and email campaigns and SEO/SEM.
- Working knowledge of web analytics tools (e.g. Google Analytics, NetInsight, WebTrends etc.).
- Experience in creative content writing.
- Analytical mindset and critical thinking.
- Excellent communication and interpersonal skills.
- Proficient with prevalent graphics software such as Adobe Photoshop or Illustrator.
- Software, technology or consulting experience a plus...an A+ if in a SaaS environment.
- Knowledge of MS Office, ConnectWise, iMIS, Kentico are each a nice plus.
- A genuine interest and passion for learning and using technology, so that passion is visible in your work.
- Continuously improves through feedback and coaching.
- You must be a self-starter with a bias toward action – there’s lots to do, so set the pace for our marketing initiatives.

QUALIFICATIONS	
REQUIRED EDUCATION LEVEL:	Bachelor’s Degree or equivalent work experience.
AREA OF STUDY / DEGREE:	Marketing success can come from many different focus areas.