

<b>Title:</b>	<b>Marketing Specialist</b>	<b>Reports to:</b>	<b>Business Development Manager/COO</b>
<b>Liaison:</b>	<b>CEO</b>	<b>Location:</b>	<b>Alexandria, VA</b>
			<b>Date of Preparation: June 2022</b>

### **Position Summary**

The Marketing Specialist develops, supports, and maintains Focus Data Solutions' marketing outreach, website, and social media campaigns to increase brand engagement and generate potential sales leads.

### **Basic Functions:**

- Develop and execute marketing strategies for engaging multiple target markets
- Executive marketing plans across various media: website, social media, printed materials, and advertising.
- Create editorial calendars to support social media, email campaigns and website marketing.
- Create social media content to promote the company and its services.
- Write, design, and distribute marketing blogs, infographics, press releases and video.
- Produce monthly client email newsletter.
- Manage frequent website updates with CTA's, new content and images.
- Track social media engagement to analyze the success of ideas and campaigns for future use and expansion.
- Assist with the creation and production of sales materials to support the business development team.
- Assist with marketing efforts, to include list development, direct mail campaigns, promotional events
- Assist with sponsorship relationships involving FDS' community involvement and branding.

### **Additional Duties and Responsibilities**

- Assist with prospect client research, mailings, and sales outreach
- Update outside sales lead/opportunity systems in SharpSpring and Connectwise
- Assist with the preparation of proposals and contracts following standard templates
- Represent Focus Data Solutions at business development events as requested

### **General and Administrative**

- Communicate effectively with team members daily to guarantee that sales and marketing objectives are met
- Assist with additional projects as requested by the Business Development Manager
- Use CRM tools to manage and maintain sales and marketing information and metrics

### **Educational/Vocational/Previous Experience Recommendations**

- Knowledge of sales and marketing best practices
- Strong language skills in English, including written, listening, and spoken
- Strong attention to detail and organizational skills
- Ability to multi-task and adapt to change quickly
- Highly motivated, sense of responsibility, and self-discipline
- Service awareness of all organization's key services for which support is provided
- Office Productivity Suite, Wordpress and SharpSpring
- Ability to work independently as well as in a team environment

### **Requirements:**

- 2+ years of working experience and BA/BS or equivalent experience and training.
- Verifiable business marketing experience and/or social media experience in a sales support role
- Satisfactory completion of background check
- Availability during hours of 8:30 a.m. – 5:30 p.m.
- Reliable transportation for travel within greater DC metro region
- Demonstrated abilities include motivated, professional, well-spoken and ability to discuss technical matters with clients not normally familiar with technical matters.

*The above position description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor or company leadership.*