

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

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.