



JOB DESCRIPTION

Position: Publications and Branding Specialist

Classification: Non-Exempt

Reports to: Executive Director

Job Summary

Join an exciting, engaging company that provides a high level of professional and personalized service to our clients which allows them to achieve their goals. You will experience a fun, team-focused work environment while utilizing and growing your skills and talents.

Our team provides a highly responsive environment, which includes high expectations for both strategic and operational tasks including Board and committee support, membership database and dues management, website, social media, and publications administration, marketing and educational project support, support of meetings and other general support.

Responsibilities include extensive contact with members. The individual in this position must be well-organized, be a self-starter, have foresight, have strong verbal and written communications and be customer-service focused.

General Responsibilities

- Analyze current market trends to create, develop, and implement branding and marketing strategies organization wide
- Manage and prepare society communications via social media, e-blasts, press releases, informational brochures, postcards, website and other external methods
- Manage content calendar and the timely release of external communications
- Assist in the production of the online journal through committee participation and by serving as the staff liaison to internal committees, staff, and leadership
- Provide committee support and oversight
- Work closely with annual meeting committee staff lead, education specialist, and other staff and volunteers to develop focused marketing for special events and initiatives
- Present dashboards and other reports to committees, leadership, and executive staff on an on-going basis
- Provide regular, accurate reports on an agreed upon schedule, demonstrating production performance against agreed goals, providing contextual information and analysis, and where appropriate making recommendations to improve processes and performance
- Assist with fundraising efforts through ensuring proper branding and marketing and including distribution of contribution acknowledgements to associations donors

- Work with Meetings & Strategic Partnerships Manager to execute deliverables for all Society support organizations
- Support organizational programs including annual conferences and virtual meetings as requested
- Maintain an electronic system for easy retrieval of project management of marketing campaigns, budgets, and other items
- Assist with the administration of grants as requested
- Review operating practices and recommend efficiencies and improvements where needed
- Maintain and update Society website and database to ensure it stays up to date
- Coordinate project-based work for assigned committees
- Work collaboratively and efficiently in a virtual and global environment
- Other duties or projects as assigned

Required Travel

- Estimated travel is 1-3 times per year once live meetings are resumed

Desired Qualifications

Association/Society experience preferred.

The successful candidate will have:

- An associate degree or higher
- 1-2 years of marketing and/publishing experience
- Superior project management and decision-making skills
- Experience in a professional office environment
- An open mindset, tech savvy and a quick learner
- Proficiency with Microsoft Office Suite Products: Word/Excel/PowerPoint/Outlook/Teams/Publisher/Skype
- Knowledge and experience with database and website management (knowledge of HTML, CSS is a plus, WordPress)
- Knowledge of G Suite products (Google docs, sheets, forms, Google Analytics, etc.)
- Social Media experience (Twitter, Facebook, LinkedIn, Hootsuite)
- Survey management experience (Survey Monkey, Doodle)
- Project Management experience (knowledge of Trello, Asana, or other project management tools is a plus)
- Understanding of digital marketing
- Ability to communicate professionally and accurately through written and verbal methods
- Ability to effectively handle numerous tasks, matters, issues, assignments, and demands on time
- Ability to prioritize multiple requests and a willingness to ask for guidance in priority setting
- Excellent time management and organizational skills
- Ability to produce professional documents with minimal amount of errors, including spelling, punctuation and grammatical errors
- Self-motivation and self-direction, and work well in small-team dynamics
- Discipline to successfully work independently without close supervision
- Ability to provide strong and prompt customer service
- Ability to adapt to changing priorities and perform well and keep professional communication under stressful situations
- Ability to anticipate, create, write, and implement operational policies and practices
- Ability to be resourceful

- Ability to travel nationally and internationally
- Ability to stand and walk for long periods of time
- Ability to lift 30 pounds

About Us

Global Management Partners (GMP) is a full-service association management company (AMC) located in St. Louis Park, MN, providing professional management services to various member organizations. GMP's preferred model is to work with small to medium-sized associations. This niche allows us to provide the high level of personalized attention and outstanding customer service that we value.

GMP is a progressive organization that focuses on values and supports continuous learning at all levels. We believe that innovation, creativity and exposure to the best practices are essential in order to bring new ideas to our clients.

GMP's Mission: To empower our clients to thrive, grow and advance their missions through long-term partnerships to reach their fullest potential.

GMP's Vision: To make a positive impact globally by sharing our expertise, skills and resources with our partners.

GMP's Core Values: Accountability, Commitment, Support, Inclusiveness, Authenticity, and Excellence.

GMP's Position Statement on Diversity: Diversity is an integral facet of the global landscape and is a critical component to the success of all professions including association management companies (AMCs). Diversity in its many dimensions including ethnicity, nationality, race, culture, religion, gender, sexual orientation, socioeconomic background, mental and physical abilities, learning styles, values, and viewpoints enriches the work we do internally and with our clients.

Visit our website at www.gmpartners.org for further information. We offer competitive salary and benefits to commensurate with experience in a casual but professional work environment.

Email resume and cover letter with salary requirements to Andrea VanDeWiele at hr@gmpartners.org . No phone calls please.