



JOB TITLE: **Senior Specialist, Marketing**

Division:	Communications & Marketing	Reports To:	Director, Comms & Marketing
Prepared By:	Lisa Lance, Dir. Comms & Marketing	Date:	09.01.2020
Approved By:	Michael K.J. Milligan	Date:	09.08.2020

SUMMARY: Reporting to the Director, Communications and Marketing, the Senior Specialist, Marketing will support efforts to promote and expand ABET’s reach while advancing goals and objectives as set out in ABET’s strategic plan. He/she will develop and manage marketing programs, manage market research activities, lead creative projects, improve constituent engagement and increase brand awareness.

The Senior Specialist, Marketing must organize tasks and use time effectively with the ability to shift priorities when necessary. The incumbent must be committed to a team-focused environment as the communications and marketing function is integrated into all aspects of ABET business operations. He/she will be comfortable with day-to-day marketing activities as well as long-term strategy, thriving under tight deadlines and adapting to changing needs.

The incumbent must work proactively in accomplishing tasks with little or no daily supervision and will take follow through on assignments despite setbacks.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Develop marketing strategies to attract new audiences and improve constituent engagement.
- Create and maintain organizational expertise in survey development and data analysis.
- Develop and manage market research projects to generate consumer/audience insights to support new offerings and improve marketing strategy and communications. Detailed market research analysis will be required.
- Create marketing campaigns for both online and print channels.
- Develop creative briefs and guide creative direction to meet objectives for advertising and public-facing communications, including print, digital and video assets.
- Create a wide range of branded marketing materials, ensuring consistent execution of ABET’s brand image and the highest quality standards.
- Present creative ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing programs, strategies and budgets.
- Work with the Director, Communications and Marketing to support all ABET departments with marketing-related projects; maintain schedules and project budgets set by department heads and managers and provide timely updates regarding any necessary changes or alterations.
- Measure and analyze metrics and results, optimizing as needed; meet with senior management to communicate marketing metrics.
- Manage updates and create content for the ABET website, ensuring a seamless experience for users, establishing budget guidelines, documenting processes and providing additional support as needed.

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- Coordinate and execute ABET's presence as an exhibitor at trade shows and conferences, including strategic planning of pre- and post-show communications.
- Develop quotes for bids and select vendors based on cost, schedule, and quality.

SUPERVISORY RESPONSIBILITIES:

Does NOT have direct supervisory authority; however, duties include responsibility for providing creative direction to junior design, marketing and communications staff as assigned. Establish deadlines and develop timelines; planning, implementing projects

QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The required skills listed below are representative of the knowledge, skill, and/or ability required.

EDUCATION and/or EXPERIENCE:

- Bachelor's degree in Marketing, Communications or related field. Master's degree a plus.
- 5-7 years of marketing experience.
- Proven experience developing and executing marketing plans and campaigns.
- Project management experience.
- Experience with online content marketing, website development, web copy and web design. Knowledge of SEO.
- Experience with marketing automation and CRM tools.
- Experience with marketing research methodologies, data analysis and survey tools.
- Expertise in user experience and graphic design; demonstrated mastery of UI/UX principles, best practices and common design tools.
- Experience in a not-for-profit organization or higher education institution is a plus.
- Global experience, working with multicultural teams and stakeholders, is a plus.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

- Excellent communication skills, both verbal and written; ability to work well with teams.
- Detail oriented, a self-starter and a creative thinker.
- Strong project management, multitasking and decision-making skills.
- Ability to accomplish tasks with little or no supervision.
- Strong analytical skills to forecast trends and analyze metrics.
- Strong comprehension of both traditional and emerging channels for marketing and communications.
- Graphic design experience a plus.
- Willingness and ability to travel.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to walk and sit. The employee is occasionally required to stand; sit; reach with hands and arms; and stoop, kneel, or crouch.

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Occasional travel including overnight stays may be required.

The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The noise level in the work environment is usually quiet.

ABET CORE VALUES

The Senior Specialist, Marketing will embody the ABET Core Values by respecting the contributions provided by her/his co-workers, ABET Experts and customers. The values we embrace:

- **Authentic** - My actions will reflect the respect I have for the professional relationships we have developed. I will balance my objectives with sensitivity for others while instilling trust in those with whom I work.
- **Business-Like** - I will conduct myself professionally at all times, while committing to delivering world-class results and satisfying experiences – both inside our organization and while interacting with our external stakeholders.
- **Expert** - I will demonstrate expertise in my area of responsibility, constantly challenging myself to learn more while applying those lessons learned to improving the efficiency and impact of our organization. I am also committed to taking advantage of the opportunities ABET provides me to refine my expertise and help further my professional development. I will seek out and participate in assignments that I am qualified by education and experience and will rely on the expertise of my peers in the areas outside of my own.
- **Targeted** - I will focus my efforts on specific objectives that will enable me to deliver results to create a positive impact to further ABET's core purpose.

EMPLOYEE NAME:

Employee Signature:

Date:

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