



# Marketing Specialist

## **ESSENTIAL FUNCTIONS**

1. Develop a creative, aggressive, and integrated marketing plan to increase utilization of Capital Region International Airport, Mason Jewett Field general aviation airport, and Port Lansing Global Logistic Centre.
2. Develop social media content and provide channel management (Facebook, Instagram, Twitter, Snapchat, LinkedIn).
3. Deliver new, creative, and captivating digital marketing campaigns to address specific target audiences.
4. Conceptualize and manage traditional advertising campaigns to including TV, radio, billboards and other outlets.
5. Create effective marketing and advertising campaigns, pushing the envelope and disrupting the status quo in productive ways.
6. Monitor and report on metrics for marketing activities and visibility, audience demographics, and the impact of marketing strategies.
7. Ensure adherence of company's image/branding guidelines. Supervise internet presence, including maintaining and updating all digital engagement mediums.
8. Spearhead all special events hosted or sponsored by the CRAA.
9. Develop and implement media relations goals and strategies, produce press releases, organizes media events and press conferences as appropriate.
10. Works cooperatively with CRAA leaders and staff as well as external partners and consultants to deliver organizational and departmental goals.
11. Performs duties outside of assigned functional areas as directed.

## **EMPLOYMENT QUALIFICATIONS**

### **Minimum Qualifications:**

1. Bachelor's degree from an accredited college/university with specialization in Marketing, Graphic Design, Advertising, Public Relations or a related field.
2. 3 - 5 years of progressive increase in marketing.
3. Strong knowledge of and experience with social media for Business to Business (B2B) and Business to Consumer (B2C)

### **Preferred Qualifications:**

1. High-proficiency in the use of Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, Lightroom and InDesign)
2. 5 years of graphic design, digital marketing, and/or website development experience.
3. Experience administering Goggle AdWords and Analytics
4. 1 – 2 years experience in Search Engine Marketing (SEM) and Search Engine Optimization (SEO)

### **Other Requirements:**

1. Excellent written and verbal communication skills
2. Proven ability to coordinate multiple projects with competing deadlines
3. Strong organizational and time management skills with detail orientation
4. Ability to analyze complex issues and develop new solutions.
5. Ability to deliver high quality customer service.
6. Ability to pass an FBI fingerprint-based criminal history record check and a TSA security threat assessment and maintain eligibility for an unrestricted security access badge in accordance with the ASP and applicable regulations/directives.

## **HOW TO APPLY**

Please submit in PDF format or Word document a cover letter and resume to Karissa Weight, PHR, Human Resources Manager, Capital Region Airport Authority, at [hr@craa.com](mailto:hr@craa.com)

**Posting Deadline:** This posting will remain active until the position is successfully filled.