

COMPANY: Alliance for Telecommunications Industry Solutions (ATIS)

POSITION: Marketing Administrator – Marketing and Public Relations Department

REPORTS TO: Vice President, Marketing and Public Relations

HOW TO APPLY: Please submit a resume and cover letter with salary requirements to:

jobs@atis.org.

This position is a combination of multimedia, public relations, membership retention, and communication roles:

- Design graphics for use in print material, electronic publications, fact sheets, and the ATIS.org Web site.
- Manages and coordinates monthly Webinars including speaker preparation, registration, marketing, logistics, and facilitating the Live Meeting platform.
- Supports development and on-site execution of ATIS conferences and key industry events, including managing speakers, collateral preparation, signs, on-line presence, gifts, and logistics.
- Creates electronic promotional/marketing materials for industry events, announcements, factsheets and ATIS program services.
- Re-designs ATIS Web pages based on marketing and committee needs.
- Manages content for the ATIS.org Web site to ensure information is available and current.
- Manages bids and maintained relationships with vendors supporting work within the Marketing Department, to include graphic designers, printers, and other suppliers.
- Generates presentations, reports, supporting materials, and documentation to ensure appropriate branding of ATIS products and services.

The successful candidate will exhibit a willingness to tackle a variety of diverse tasks for the Marketing Department as well as interfacing with ATIS Staff, including the Executive Staff, Directors, Managers, and Committee Administrators to ensure all requests and projects are completed in a timely manner.

REQUIREMENTS:

- Bachelor's degree with a minimum of two years of experience building skills in a related role or field (Journalism, Communications, or Marketing).
- Strong proficiency in Web site content management system; this includes managing the maintenance and accuracy of Web site content in assigned areas in a timely manner, hand-coding Web pages and e-mails in basic HTML, preparing and publishing new content to the Web, image editing functions with an eye toward great e-mail and Web design and layout.
- Knowledge of marketing concepts and activities, and willingness to assist in the development and deployment of e-mail campaigns.
- Strong Web and e-mail copywriting, copyediting, and proofreading skills.
- Strong knowledge and experience with membership databases, including data entry and data mining.
- Experience in meeting coordination, including managing and registering speakers and participants, collateral preparation, and on-site logistics.
- Computer proficient, including Microsoft Word Applications.

- Outgoing personality and eager to engage members, speakers, vendors, and trade press by phone and e-mail, as well as in person at ATIS conferences and key industry events.
- Excellent skills in organization, problem-solving, project management, and attention to detail.
- Must be capable of working independently in a demanding, priority-driven department.
- Ability and willingness to handle other duties as assigned.

PREFERED QUALIFICATIONS:

- Experience with Google Analytics to analyze e-mail marketing results, trends, and Web statistics and make actionable and measurable recommendations for improvement.
- Experience with Web development and graphics software including the Adobe CS3 Suite (Photoshop, Dreamweaver, Fireworks, Illustrator, and InDesign).

COMPENSATION: Salary is commensurate with experience; benefits include health, vision & dental insurance; 401k & pension; paid annual & sick leave & holidays and more.