



## **Job Description Title: Marketing Specialist**

### **About Catalist**

Catalist is a matchmaking and measurement platform for companies and causes. Catalist's SaaS technology helps companies and causes find each other and measure their collective social and bottom line impact.

### **Our Core Values**

**ReThink.** Some may call it Innovation, Disruption, a Breakthrough. We like to say that we rethink the status quo in order to effectuate social change – a type of change that is real and tangible. We are dedicated to creating solutions for companies and causes to ignite progress easier, quicker and more effectively.

**Keep It Smart.** We have one simple mission: to connect companies and causes. In order to achieve this simple mission, we must always keep our platform smart, thoughtful and relevant to our users. How we do that is deeply rooted in advanced technology, prescriptive methodologies and more data than any of us can handle.

**Make It Easy.** Our clients have big goals and even bigger hearts. But they are also busy and getting busier every day. At Catalist, we pride ourselves on creating stellar customer experiences that make connections for social change easy.

### **Position Summary**

The Marketing Specialist will support content creation, member communications and overall brand marketing to raise brand awareness and ignite the Catalist's member sales process. This position will be responsible for working closely with company executives to develop & execute complex content and social media plans, annual goals, & methods for measuring success. S/he will be responsible for the distribution of relevant & compelling content that engages Catalist's target audiences.

### **Essential Duties and Responsibilities**

- Compose and create content for multiple digital applications, including websites, blogs, emails, digital ads, and more.
- Deploy all content through existing content distribution platforms including YesWare, MailChimp, Wordpress and various social networks
- Work with the team to execute various marketing projects
- Create customized campaigns and assets for Catalist nonprofit and corporate members
- Implement website updates for different products, promotions and programs

- Provide marketing support for new and existing products and services through social media
- Copywrite and content planning for multiple email marketing campaigns
- Development and promotion of member case studies
- Define target keyword lists for SEO and optimize existing content
- Provide regular analytics reports on website, email campaigns and PPC metrics
- Prepare market research surveys, including creating, editing and building surveys and analyzing results
- Create and manage promotional and content calendars

### **Education and Experience**

Bachelor's Degree required.

Strong writing/editing background as well as familiarity with information architecture construction, search engine optimization, and user experience best practices.

5+ years of work experience.

### **Demonstrated Abilities**

Microsoft Office Suite experience.

Good understanding of the organization's strategic goals and objectives.

Strong communication skills, both oral and written.

Strong documentation skills.

Keen attention to detail.

Proven analytical and problem-solving abilities.

Experience working in a team-oriented, collaborative environment.

Ability to follow clear oral and written instructions.

Ability to work independently with general instruction.

Must present a professional, business-like appearance and manner.

Must maintain confidentiality.

Ability to present ideas in user-friendly language.

### **Details & Compensation**

This position is a full-time (20 hours/week), annual position starting as early as December 1, 2018

Compensation is competitive

Candidate location is flexible.

### **Application Information**

Please send a cover letter, resume and salary requirements ASAP to:

Melanie Newell

Chief of Staff

Catalist

mnewell@gocatalist.com