

JOB DESCRIPTION
Marketing & Communications Specialist

MISSION

The mission of the HomeOwnershipCenter is the revitalization and growth of neighborhoods.

ABOUT US

The HomeOwnershipCenter is a strong nonprofit organization that was established in 1979, and serves Oneida, Herkimer, Madison, Otsego, Fulton, and Montgomery Counties. The mission of the HomeOwnershipCenter is the revitalization and growth of neighborhoods. We pride ourselves on having a positive team atmosphere. To help provide a better work life balance we have a 4 day work week Monday through Thursday with every Friday off.

SUMMARY

The Marketing & Communications Specialist will work with the HomeOwnershipCenter (HOC) and Lead-Free Mohawk Valley (LFMV) team to communicate with current and potential customers about services and programs the HomeOwnershipCenter offers. The ideal candidate will have excellent marketing, customer service, and business development skills. Marketing & Communications Specialist reports directly to the CEO.

RESPONSIBILITIES

- Assist in the design of marketing materials, literature and digital content including a quarterly newsletter
- Assist with Customer Relationship Management (CRM) data tracking, including cross referencing initiatives
- Responsible for suggesting/providing innovations to LFMV Program Manager, HOC CEO and HOC Manager
- Responsible for ensuring that all aspects of activities obtain maximum branding and outreach to our customers, employees, and the public
- Design flyers, graphics and other marketing material
- Produce and issue media releases and coordinate press conference logistics
- Design and develop email blasts and coordinate deployment to targeted lists
- Update and maintain social media presence (Facebook, Twitter, Instagram, etc.), including HOC and LFMV website content
- Assist with the development and implementation of communication plans to achieve new business and build service lines
- Responsible for communicating effectively with staff, residents, businesses, and government entities
- Represent HOC and LFMV at events, seminars, and networking functions, as needed
- Work collaboratively with staff in the area of community and resource development
- Assist with the analyses of marketing data, including campaign results, conversion rates, analytics, and Return on Investment (ROI) to improve future marketing strategies and campaigns
- Prepare monthly reports and other information, as required
- Responsible for excellent customer service and maintaining customer confidentiality
- Participate in weekly staff meetings
- Responsible for maintaining the corporation's NeighborWorks®, HOC and LFMV marketing standards
- Other duties as assigned

QUALIFICATIONS

- Bachelors Degree in Marketing OR Associates Degree with experience
- Exceptional written and verbal communication skills
- Ability to multi-task and possess strong analytical and organizational skills
- Highly creative, proactive, and self-motivated
- Ability to work with a wide range of professionals in different industries: financial, real estate, government
- Proficient in Microsoft Office Suite including Excel, Word, PowerPoint, and Outlook
- Knowledge of social media platforms
- Basic video creation/editing skills
- Adobe InDesign, Illustrator and Photoshop experience preferred
- Experience working with WordPress or web content preferred

- Experience with CRM preferred

SCHEDULE

This is a full time position, 38 hours per week **4 day work week** Monday through Thursday, **Fridays off!** The candidate may need to work flexible hours occasionally to accommodate events.

The candidate may be required to travel nationally to attend paid trainings and obtain/maintain certifications

BENEFITS; SALARY RANGE; PERKS: 4-day work week with **3-day weekends!** \$43,000-\$48,500 negotiable dependent on experience, paid training, exceptional vacation time, personal time **and** sick leave, generous retirement plan with pension. Health insurance offered.

***HomeOwnershipCenter is an Equal Opportunity Employer**

Please submit your cover letter and resume via email to dsmith@unhs.org; or by mail to HomeOwnershipCenter, Attn: Danielle Smith, 1611 Genesee Street, Utica, NY 13501. Submissions without these requirements will not be considered.