

Digital Marketing Associate

Job Description

The [Professional Services Council](#) (PSC) seeks a Digital Marketing Associate who will be responsible for the daily administration of PSC's marketing and communications efforts. The ideal candidate will support PSC's marketing and communications functions through graphic design, website administration, social media support, and digital and print communications.

The Digital Marketing Associate supports the Vice President of Membership and Marketing, Director of Marketing, and Director of Media Relations through:

Graphic Design and Creative Production

- Administers the design deliverables calendar and conceives and creates engaging imagery to support the marketing of products and events on schedule. Works with outside vendors as needed.
- Ensures that all PSC-branded products adhere to the quality, style and brand standards of the organization.

Website(s) and Social Media Administration

- Maintains and supports daily updates to website.
- Monitors website and social media analytics and reports on marketing ROI.
- Administers the social media calendar, provides weekly updates and drafts social media content.

Digital and Print Communications

- Administers the email communications schedule, provides weekly updates and formats drafts for review and distribution.
- Formats daily PSC newsletter.
- Supports distribution of digital publications.

Desired Skills and Software Experience

- Strong understanding of visual design best practices and intermediate knowledge of Adobe Creative Suite/Cloud (Illustrator, InDesign, Photoshop, Premiere Pro) and Canva.
- Someone who loves the creative process and looks for creative ways to visually communicate the government contractors services industry.
- Experience with HTML and website content management systems (WordPress and iMIS Rise Web Development a plus).
- Proficient in Microsoft Office.
- Basic understanding of marketing principles and best practices (digital and print).
- Basic understanding of social media content creation, scheduling, and analytics.

- Understanding of AP style guidelines and a strong eye for editing.
- Experience with customer relationship management (CRM) platforms (iMIS a plus).
- Basic photography and video editing skills a plus.
- PMP certification a plus.

Requirements

- Portfolio of past work including graphic design samples and social media examples.
- Must have a Bachelor's degree in marketing, communications, graphic design, or related field; or equivalent combination of education and experience.
- One or more years of experience in a digital marketing or communications role; non-profit experience a plus.
- Excellent oral and written communication skills; ability to relate well to others, both individually and in groups.

PSC's compensation package includes: • Medical, dental, vision, life and disability insurance • Holiday pay and annual bonus • Annual salary reviews • 401(k) retirement savings plan • On-site gym • On-going training and career development • Continuing education and tuition reimbursement

Please submit cover letter, resume and portfolio to PSCcareers@pscouncil.org. No phone calls please.

PSC does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, or other non-merit factor.