

Marketing Communications Specialist

We are looking for a marketing communications specialist to join our growing firm. The marketing team currently manages internal and external communications and marketing for Mezrah Consulting and three affiliated companies. As an integral part of the marketing team, the marcomm specialist will work with the marketing manager to develop marketing strategies, timelines and content calendars. The position requires collaborating with the team to produce content, collateral and results in a fast-paced environment.

Responsibilities

- Marketing communications project management to support brand awareness; includes public relations, advertising, sponsorships and events from concept and strategy to execution and results reporting
- Assist with production, including updates in our project management platform, monday.com
- Create content to be used in marketing campaigns (e.g., social media, blog posts)
- Collect quantitative and qualitative data from marketing campaigns and prepare reports for management (analytics)
- Assist in marketing and digital advertising promotional activities (e.g., social media, email communications, website updates, landing page creation, blog content, A/B testing, CTAs)
- Generate ideas for social media posts, create wording and visual suggestions
- Manage social calendar on HubSpot
- Maintain production calendars and update marketing projects and collateral as needed
- Support the marketing team in daily administrative tasks and other projects as assigned

Qualifications and Skills

- Bachelor's degree in marketing, public relations, advertising or mass communication
- Two to three years of experience in a marketing communications role
- Strong desire to learn along with professional drive
- Ability to work autonomously in a high-intensity environment
- Excellent verbal and written communication skills (ability to write a social post, an email, an article, etc.)
- Editing experience and familiarity with branding, marketing and design concepts
- Experience with marketing analytics
- Organization, creativity, problem solving, and communication skills are essential
- Knowledge of MS Office (have used applications or taken course/s to create Excel spreadsheets and PowerPoint presentations)
- Experience with Adobe Creative Suite
- Experience with Canva, monday.com, WordPress and/or HubSpot a plus

Mezrah Consulting Culture

- **Fun:** At the core of everything we do
- **Honesty:** Open and honest communication is paramount and valued
- **Integrity:** We stand behind our commitments to our employees and clients alike
- **Innovation:** We embrace change and are always thinking with a vision toward the future, creating new strategies and simplifying complex ideas
- **Focus:** Growing business by growing our people