



Part Time Marketing/PR Specialist

About The Vantage Group

As talent management and optimization experts, we come alongside organizations to build their business by building their leaders. The Vantage Group helps organizations to develop a people-first and objective lens within their business, so they move from talking business strategy to realizing desired business outcomes! We believe in a “work with” not “do to” philosophy of engaging leadership teams and organizations. We work with our clients to understand their organization, their people, their current processes, and their culture. Using best practices in utilizing technology, team building, and leadership development tools, The Vantage Group helps organizations move as a unified team toward shared, leader-modeled outcomes that can result in “raving fan” customers; high staff morale; clarity of purpose; focused goal execution and meaningful results. Recognizing that if a business isn’t growing, it’s dying, we help business leaders predict how growth is impacting them, focus on the right things at the right time and adapt their leadership skills to the needs of their company.

Job Purpose

The Marketing/PR Communications Specialist will promote the company’s products and services to existing and prospective customers through strategic use of lead generation strategies, developing and implementing effective search engine marketing campaigns, and creating and maintaining a positive public image for the organization.

Job Duties

- Collaborates with sales or marketing representatives to fully understand product and communication needs.
- Develops new business lead generation strategies that help meet sales goals.
- Gathers the materials necessary to understand the project and competition in the area such as literature or previous marketing campaigns; analyzes these materials to determine the most effective communications technique.
- Based on assessment, drafts and proposes communications campaigns, which may include social and online media, print media, direct mail, and other multimedia.
- Serves as a liaison between the organization and the public.
- Develops and maintains a positive public image for the organization through public-facing communication.



- Writes, reviews, and/or distributes press releases and other public-facing communication.
- Responds to information requests from media contacts.
- Establishes and maintains positive relationships with media outlets, consumers, government employees, and public interest groups.
- Arranges interviews for company's Managing Partners.
- Evaluates advertising campaigns to ensure consistency with the organization's public relations strategy.
- Develops and/or executes social media and content strategies to release information on the organization in a manner that will promote a positive public image.
- Develops, implements, and modifies a unified digital marketing strategy based on search engine research, monitoring, optimization, analysis, and reporting conducted by the SEM team; drafts and distributes related documentation and materials.
- Identifies and sets appropriate key performance indicators (KPIs), project milestones, and other metrics, goals, and targets.
- Maintains the quantity and quality of content on the company website; maintains and updates keywords that lead to site.
- Oversees campaigns related to paid searches; generates ranking reports and performs site audits.
- Reviews, monitors, and reports on the overall performance of paid search efforts.
- Monitors, manages, and executes budget for search engine marketing.
- Maintains current knowledge of best practices and developments in digital marketing.
- Performs other duties as assigned.

Required Skills/Abilities

- Excellent verbal and written communication skills that may include public speaking and presentations.
- Excellent organizational skills and attention to detail.
- Excellent time management skills with a proven ability to meet deadlines.
- Strong analytical and problem-solving skills.
- Proficient with Microsoft Office Suite, Google Drive, WordPress or related software.

Preferred Education and Experience

- Bachelor's degree in Marketing, Journalism, Advertising, Communications, or related field.



- Three to five years of related experience writing and editing projects; portfolio of relevant previous projects highly preferred.

Competencies

- **Verbal communication:** Your job requires you to be able to convey information effectively to the public, media, and other members of your organization.
- **Listening:** You will also have to listen carefully so that you can understand what others are telling you and respond appropriately.
- **Writing:** Since writing press releases and speeches is a regular part of most PR specialists' job, excellent writing skills are essential.
- **Interpersonal:** Your dealings with the media and the public requires the ability to get along well with others. You must be persuasive and able to negotiate. In addition, as a PR specialist, you will have to coordinate your actions with the actions of others, including your colleagues.

Work Environment

- Part Time Remote Position
- Prolonged periods of sitting at a desk and working on a computer
- Able to lift 15 pounds

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Please apply with your resume to: info@vantagegroupinc.com

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