



## ENA Open Position

**Position Title:** Marketing Specialist  
**Department:** Marketing  
**Reports to:** Director of Marketing  
**Supervises:** None

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### **GENERAL SUMMARY**

The Marketing Specialist contributes to the successful execution of marketing plans to further advance the brand recognition and impact of the Emergency Nurses Association. This position develops copy, collateral and promotional materials to attain marketing objectives and builds project timelines and budgets in a collaborative team and deadline driven environment.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

1. Executes a variety of marketing activities that increase the visibility, impact and revenue generation of ENA products, programs, and services. This includes project plan intake, development and maintenance, list acquisition, vendor collaboration and budget tracking.
2. Writes copy for print marketing collateral, and online content using SEO best practices.
3. Coordinates house advertising for all ENA platforms. Works collaboratively across the association to develop engaging copy that advances ENA's brand awareness, and promotes ENA's products and programs.
4. Executes social media initiatives that further ENA product awareness and revenue goals based on guidance from the director.
5. Participates in annual and project planning, , making recommendations on how to appropriately promote ENA products, programs and services to member, non-member, or organizational segments.
6. Contributes to the workplace culture that is consistent with the association's culture statement and emphasizes the mission, vision and values of the organization.
7. Displays a high level of accountability, taking responsibility for individual actions and the impact on the organization. Views oneself as a reflection of the organization by following through on commitments and accepting ownership.
8. Performs additional related duties as required or assigned.

### **QUALIFICATIONS**

*Required:*

- Bachelor's degree in Business, Marketing or related field, or equivalent combination of skills and experience
- Minimum of 5 years of experience in Marketing (preferably in a similar position with demonstrated skills and proven track record of success)

- Advanced Writing Skills, experience in ad writing and online content writing

*Desired:*

- Project management experience
- Association experience

**KNOWLEDGE, SKILLS, AND ABILITIES**

- Exceptional organizational skills and ability to work under pressure as well as meet deadlines
- Ability to prioritize multiple and varied tasks within established deadlines
- Excellent collaborative and interpersonal skills
- Good written and oral communication skills
- Ability to collaborate, and to work independently
- Detail-oriented
- Team-oriented (providing consistent team leadership) and ability to work independently
- Computer proficiency in Word; data base systems including Access and Excel; Power Point
- Ability to interface with staff, BOD's, and external relationships in a professional manner

**PHYSICAL DEMANDS**

Nature of work requires an ability to operate standard business office equipment. Requires ability to communicate verbally and in writing in an exchange of information; collect, compile and prepare work documents; set-up and maintain work files. (Occasional day and overnight travel by air and/or automobile may be required. Travel is approximately 5-10 days/year, for one or more conferences. Use of the computer, with repetitive motion, is approximately 80% of the time, with 20% of time spent on proof reading, copy editing and miscellaneous coordination of activities. *More detail is available from Human Resources.*

**WORKING CONDITIONS**

Majority of work is performed in a general office environment. (Position occasionally requires availability for extended hours plus occasional non-traditional hours) to perform job duties.

***To formally apply please submit your cover letter and resume to [Jobs@ena.org](mailto:Jobs@ena.org)***

*This description is intended to indicate the kinds of tasks and levels of work difficulty that will be required of positions that will be given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of any supervisor to assign, direct and control the work of employees under his/her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.*