



ROCHESTER A.B.O.V.E. POSITION DESCRIPTION

Title: Marketing & Promotions Director
Position held by:

PRIMARY FUNCTION:

To develop, plan, & implement effective marketing & promotional development activities but not limited to event marketing. Oversees marketing strategies designed to promote all programs for Rochester A.B.O.V.E.

DUTIES & RESPONSIBILITIES:

- Manage all aspects related to the production and implementation of any given campaign
- Develop effective plans to market new programs and initiatives
- Plan and develop advertising campaigns, including which media to advertise in; such as radio, television, print, online media and billboards.
- Negotiate advertising contracts
- Manage budget responsibilities for marketing and promotions
- Support social media initiatives
- Engage in pre-project planning
- Work closely with Executive Director & Public Relations Manager
- Maintain a collaborative working relationship with committee members

REQUIREMENTS:

- Must have the ability to stay calm under pressure
- Must be flexible, reliable, organized, self-motivated & creative
- Must be proficient in computers
- Must have the ability to work independently as well as in a group
- Must possess strong organizational & time management skills
- Must have excellent interpersonal & communication skills
- Must possess exceptional marketing skills

- Must be attentive to details
- Must have the ability to maintain confidentiality
- Attend board/committee meetings and events