



**Marketing Department
Marketing Account Specialist
Job Description**

Title: Marketing Account Specialist
Reporting Relationship: Sales and Marketing Manager

Position Summary

The Account Specialist's role is to oversee a portfolio of assigned clients. You will communicate with cross-functional internal teams (including Customer Service and Product Development departments) to improve the entire customer experience. Operate as the lead point of contact for any and all matters specific to your accounts

Major Responsibilities:

- Develop and execute marketing strategy to achieve fiscal year objectives, using relevant disciplines including: social media, advertising, content, events, website, and strategic partnerships.
- Work with creative team to define and implement consistent brand standards for product and marketing, including identifying needs for updates and refreshes
- Develop (and maintain) concise-yet-clear brand, campaign and creative briefs to precisely focus creative teams designing brand communications and assets
- Create successful marketing campaigns and own their implementation from ideation to execution
- Measure and report performance of marketing campaigns, gain insight and assess against goals

Key skills for Marketing Account Specialists

- Proven ability to develop growth strategies
- Proven multi-discipline marketing skill set, including social media, advertising, and email marketing
- Project Management experience
- Experience on a church staff (Pastor or ministry leader) strongly preferred
- Excellent verbal and written communication skills
- Strong analytical and project management skills
- Ability to work within deadline
- Organizational skills
- Interpersonal skills

Email your resume and cover letter to: HR@livingwd.org