
Position Description

Marketing and Communications Specialist

Position Summary:

The Marketing and Communications Specialist plans, directs, and implements marketing and communications activities of the National Center for APEC and Pacific Summit Resources, LLC. Main responsibilities include ensuring brand consistency, as well as communicating key, strategic messages consistently and effectively to target audiences through print and electronic media. The Marketing and Communications Specialist produces public relations materials, advertising, and marketing collateral or will act as liaison with firms that produce such materials. The Marketing and Communications Specialist advises Pacific Summit Resources, LLC (a wholly-owned corporation of the National Center for APEC) on marketing strategies for the annual APEC CEO Summit and collaborates with NCAPEC senior management to market Summit events to U.S. companies.

Duties and Responsibilities:

- Ensure that branding is consistent across all print and electronic materials for the National Center, LLC and CEO Summit;
- Manage development, distribution and maintenance of all internal and external print and electronic collateral including, but not limited to, publications, newsletters, press releases, brochures, website and executive presentations;
- Manage and enhance NCAPEC website to effectively reflect the strategic mission and ongoing work programs of the National Center as well as ensure that new and consistent information (articles, links, stories and events) is posted regularly;
- Work with communications consultants and vendors on special projects;
- Manage marketing/communications email distribution lists in Outlook and other mailing tools;
- Organize and maintain archive of all marketing and communications products including event photos;
- Develop and track marketing and communications budget;
- Coordinate internal communications for NCAPEC and the LLC at the CEO Summit each year;
- Manage marketing and communications related accounts (including Go Daddy, Flickr, Constant Contact, Vimeo, etc.) and social media pages (including Twitter, LinkedIn and Facebook.)

Education and Experience:

- The successful candidate must have a bachelor's degree in Communications (or related) field and/or equivalent experience plus three to five years of communications experience;
- The person in this position will work with a variety of audiences, and candidates who have experience working with business executives, government officials and international audiences will be strongly considered;
- Prior business/international organization communications experience in a similar not-for-profit organization, agency or corporate setting;
- Experience and interests in the field of international public affairs.

Core Competencies:

- Superior writing, project management and planning skills;
- Ability to work collaboratively with others - bringing a proven record of accomplishment as a professional communicator to the team;
- Ability to multi-task, organize and prioritize workload;
- Superior listening and consultative skills and eagerness to learn and contribute to positive organizational change;
- Ability to work independently and as part of team.

Technical Expertise and Software Requirements:

- Dreamweaver, Photoshop, Illustrator, Acrobat, and other desktop publishing software;
- Microsoft Office suite of programs and tools;
- Database management and web utilities;
- Video recording, encoding, and posting video content online.

Compensation:

Competitive salary and benefits package.

To apply:

Please submit a cover letter, resume and three professional references with telephone numbers by **25 February 2013** to Marilou Christiansen at mchristiansen@ncapec.org. NOTE: No telephone calls or personal office visits please.

Based on the Immigration Reform and Control Act of 1986, applicants who are selected for employment will be required to verify authorization to work in the United States.