

Colorado Municipal League Job Description

Position Title: Training and Marketing Specialist
Reports to: Engagement and Communications Manager

Position Summary:

This position is responsible for coordinating marketing, membership development, advertising, and training.

Essential Duties and Responsibilities:

Public Relations/Marketing/Outreach

- Create, post and, update social media content.
- Write content for promotional and marketing materials for CML events, including the annual conference, workshops, and outreach meetings.
- Promote various public awareness campaigns to members to educate citizens on the value of local government.
- Research, identify, and solicit businesses and organizations as potential associate members; market the value of CML membership to the business, nonprofit, and government communities
- Assist with partnership program development
- Assist in the development and implementation of various statewide recognition programs for CML members.
- Research, identify, and solicit businesses and organizations as potential sponsors for the annual conference and workshops and maintain relationships with these entities.
- Coordinate with Engagement and Communications Manager to develop annual training and marketing plans
- Manage training and marketing calendars
- Identify programs, statistics, and graphics to show membership and the public the value of CML
- Assist with the development and implementation of the Associate Membership program.

Events

- Assist with workshop and event content planning and promotion including the annual conference.
- Coordinate annual conference exhibit hall - including placement, signage, and vendor relationships – and ongoing relationships with sponsors and potential sponsors.
- Work closely with Meeting and Events Planner on training logistics
- Serve as a member of the Conference Planning Team
- Administer the annual conference sponsorships, including the production of sponsorship brochures and marketing materials (In coordination with Publications Specialist).

Publications

- Write and proofread articles for periodicals and text for League collateral.
- Assist in determining topics and scope of publications.
- Coordinate sponsor information for the annual conference program
- Make design, structural updates, and prepare content for website
- Develop web-based resources and platforms
- Assist Publications Specialist with digital design as needed.

Training

- Coordinate CML training events, including identification of topics and speakers; works

- with Advocacy team to create/develop trainings
- Market training events to CML membership
- Research topics based on member feedback for future training events
- Work with Administration Team to ensure that logistics are in place for CML training events
- Create and maintain an annual CML training calendar

Video Production

- Produce and edit videos for website and social media Collaborate with consultants in the production and editing of videos.
- Travel to cities and towns around the state as necessary for meetings and shooting photo and video interviews and b-roll footage.
- Edit scripts for video production and interview subject matter experts.
- Use video camera for original footage for video productions.
- Advise on audio and video equipment and space needs.
- Records and edits conference and other event footage, as needed

Other Duties

- Travel to cities and towns around the state to participate in district and outreach meetings and other events as required.
- Participate in and assist CML committees as assigned.
- Edit written communications of other staff, as requested.
- Perform such other responsibilities as may be assigned.

Required Knowledge, Skills & Experience

- Strong editing and writing skills. Knowledge of AP style preferred.
- Ability to communicate verbally and in writing.
- Working knowledge of desktop publishing using InDesign, Illustrator, Photoshop, content management systems, databases, Excel and Premier, as well as MS Office products, including Word, Excel, and PowerPoint.
- Knowledge of HTML programming and coding preferred.
- Strong video editing and production skills, including knowledge of both necessary software and hardware

Qualifications

- Bachelor's degree with a major in marketing, journalism, communications, computer web management graphics & production, or related field.
- Minimum of three years' experience in related field.
- Experience may substitute for education on a year-for-year basis.