



TRAINING AND MARKETING SPECIALIST

Colorado Municipal League

The Colorado Municipal League (CML) is a non-profit, non-partisan organization representing 270 of Colorado's 272 municipalities and has been in existence since 1923. CML's Vision is "Empowered cities and towns, united for a strong Colorado," and our mission of "Advocacy, information, and training supporting exceptional municipal governance" drives our day-to-day activities on behalf of and for our members.

Training and Marketing Specialist

CML is recruiting candidates for the position of Training and Marketing Specialist. This position is responsible for coordinating marketing, membership development, advertising, and training for CML's municipal members. The successful candidate will play a significant role in the success of the League's premiere training events and outreach, as well as the quality and variety of training received by municipal elected officials and staff. This position is eligible for remote work under CML's current remote work policy and includes opportunities for work-related travel around Colorado and occasionally out of state. CML also supports professional development with an allowance for employees and opportunities to attend training and events.

Core responsibilities include:

- Content creation for promotional and marketing materials
- Primary contact with businesses, nonprofits, and other entities for purposes of associate membership and event sponsorships
- Promotion of public awareness programs and campaigns highlighting civic engagement and local government
- Participation in development of CML's training and advertising plans, including workshop, annual conference, and event planning and promotion
- Administration of advertising accounts and relationships
- Coordination of the exhibit hall at the annual conference – including placement, signage, and vendor relationships
- Research, identify, and solicit advertisers for CML publications and events.
- Writing, proofing for CML periodicals and other printed and online material.
- Produce and edit videos for website, social media, and local government access channels. Collaborate with consultants on production and editing of contracted video services.

Our successful candidate will be a team player, a relationship builder, and possess high moral and ethical standards. He or she should possess strong editing and writing skills. Knowledge of AP style preferred, and the ability to effectively communicate verbally and in writing. The successful candidate will also have a 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. A strong video editing and production skills, including knowledge of both necessary software and hardware, is required

This position requires a bachelor's degree with a major in marketing, journalism, communications, computer web management graphics and production, or related field. Minimum of three years' experience in related field is required, and experience may substitute for education.

Salary range: \$48,400 – \$70,300. CML offers an excellent benefits package. Please submit a letter of interest along with a resume, references, and salary requirements to: Jennifer Stone, Engagement and Communications Manager, jstone@cml.org. This position will be open until filled.

The Colorado Municipal League is an equal opportunity employer.