Better Business Bureau® of The Mid-South
Position Description

TITLE: Marketing & Communications Services

REPORT TO: Director of Business Development

POSITION GOAL: Professionally and efficiently support marketing and communications efforts, effectively assist in ongoing administration of programs and provide excellent customer service to members and the public.

POSITION RESPONSIBILITIES

- Accurately and in a professional manner assist in the creation, implementation and distribution of communications and marketing materials and programs, to include but not limited to:
  - creating invoice stuffers for various programs as directed
  - generating monthly retention mailings- pull list for milestone AB’s etc
  - work with directors on communications pieces, i.e.: letters, postcards, fliers, etc.
  - assist with non-dues revenue projects such as ad management on BBB.org web site and billboard projects
  - creating and distributing letters, faxes, etc. regarding member programs

- Coordinate bulk mailings, including
  - Generate mailing list information
  - Distribute mailing materials to the appropriate places
  - Work with mailing house

- Send monthly retention e-mail and oversee email marketing campaigns

- Consult with AB’s regarding their BBB Profiles, add photos.logo,service area as needed

- Consult with AB’s having trouble with services such as customer reviews app, loading BBB seal and web site issues

- Oversee BBB Brand policies and usage

- Provide support to membership and media team as needed

GENERAL OFFICE

- provide back up for answering general office telephones according to established guidelines
- accurately and expediently take and distribute telephone messages

COMMUNICATION
• maintain established standards in all written communication
• proofread own work for accuracy and other projects as requested
• represent the BBB professionally in actions and appearance

SPECIAL REQUIREMENTS

• self-starter, self-directed, takes initiative
• excellent oral and written communication skills
• command of Microsoft Office & Excel programs, internet and other PC skills
• social media expert
• ability to handle multiple tasks effectively and efficiently
• excellent customer service skills
• team player
• excellent typing skills
• proficient proofreading skills
• must be willing to learn new processes and skills
• graphic art training/experience needed
• College degree preferred

BENEFITS

• Medical insurance coverage with generous company contribution
• 401K w/matching contributions
• Life Insurance
• Paid Time Off and paid holidays
• Full-time, Monday - Friday position. No evening or weekend hours.
• Ongoing training and support

STARTING SALARY

• $31,500 plus $4,000 + incentive plan

TO APPLY

• Please send a cover letter along with a current resume to:
  mail to: gbrvant@bbbmidsouth.org