

**GENERAL SUMMARY:**

New position of Marketing Specialist to assist with marketing related activities such as graphic design work, marketing projects and social media. This position is needed to help support the growing needs of the company and the increased advertising initiatives.

**ESSENTIAL RESPONSIBILITIES:**

- Develop, execute, and monitor marketing programs across a variety of channels.
- Conduct research and analyze participant, caregiver, and competitor trends to identify new opportunities.
- Design and create marketing materials, such as collateral, brochures etc. to meet the brand guidelines.
- Create and publish content on all social media platforms, including Facebook, LinkedIn, etc. to grow the digital audience and increase the brand awareness.
- Work with external agencies, internal employees, participants and vendors to execute marketing programs and marketing related activities.
- Maintain and update the company's corporate website utilizing WordPress.
- Assists in the planning and coordination of events including providing on-site support as needed.
- Develops presentation materials including creating, editing, publishing, presenting and printing.
- Prepares Marketing reports to keep employees updated on the business and marketing activities.
- Provides back-up support to the inquiry and referral line as needed.
- Performs other duties as required.

**JOB SPECIFICATIONS:**

- Bachelor's degree in Marketing or related field.
- Previous (2-3 years) Marketing or related experience required.
- Strong knowledge of HTML and various marketing and analytics tools such as WordPress, Salesforce, Google Analytics, Asana, Social Media platforms and content management systems.
- Solid computer skills, including the Adobe Creative Suite and MS office.
- Ability to interact with all levels of internal and external personnel.
- Ability to maintain confidentiality.
- Demonstrates analytical and problem-solving skills.
- Strong written and verbal communication skills.
- In-depth knowledge of standard corporate software packages.
- Prior healthcare or PACE knowledge a plus.
- Ability to work in a hybrid environment.
- Requires occasional travel to Element Care sites or events in the North Shore or Merrimack Valley of MA.
- Proof of Covid vaccines required.