

Marketing and Communications Specialist

The Northwest Translators & Interpreters Society (NOTIS) is a non-profit organization established in 1988 as a forum for professional translators and interpreters in the Pacific Northwest. We are on a mission to support translators and interpreters through membership engagement, educational programming, and promoting the recognition and advancement of the professions. NOTIS is the Pacific Northwest chapter of the American Translators Association (ATA), a professional association with over 10,000 language professional members throughout the United States and overseas. For more information, visit www.notisnet.org

Position Overview

We are seeking a Marketing and Communications Specialist who is a dynamic self-starter. The Marketing and Communications Specialist will work closely with NOTIS' board members and our marketing and communications volunteers to improve our services to current and new members, grow student and younger membership and help us intensify our presence throughout our geographic region. We are looking for someone who can work 8 – 10 hours per week, and we can be flexible on timing, given school schedules and other commitments. This is a 6 month contract with the potential for renewal. The Marketing and Communications Specialist is a remote position, but the candidate must reside in one of NOTIS' five member states (Washington, Oregon, Idaho, Montana, or Alaska).

Why Work For NOTIS?

This is a great opportunity to use your marketing and communications talents to help further NOTIS' mission and positively impact the community of language professionals. The position offers plenty of opportunities to contribute with constructive ideas to improve all of NOTIS' marketing and communications efforts and provides valuable experience for someone interested in furthering their career in marketing and communications.

Projects You Might Take On

- Create and manage an editorial calendar for all of NOTIS' marketing communications
- Develop and maintain a positive, two-way, interactive dialog on various social media channels and via email to drive engagements with current and potential members in the five states that NOTIS represents
- Track the impact of social media channels, email outreach, and website and suggest action steps to increase influence and growth
- Recommend and implement changes to NOTIS' website to help attract new members and improve "one-stop shopping" for existing members
- Coordinate all the pieces of our printed and digitally distributed quarterly newsletter, "The NorthWest Linguist"
- Create and implement an e-survey to learn more about NOTIS' members. Create audience personas based on the findings
- Collaborate with the Board of Directors on creating a mission statement for the organization

- Collaborate with Board of Directors on new ideas, directions, and tools for marketing and communications

Who NOTIS Is Looking For

- You have a degree preferably in marketing/communications, public relations, journalism, business, or UX
- 2 years of relevant experience
- You are an organized self-starter who can work independently as well as collaborate with a team
- You are inspired by NOTIS' mission
- You love social media and are proficient in Facebook, Twitter, LinkedIn, and Instagram
- You are familiar with Wild Apricot or similar membership software (or willing to learn)
- You have experience with graphic design and layout software
- You have experience with web-based software (web analytics, Zoom, Dropbox, etc.)
- You have experience in tracking and compiling data and metrics from various digital platforms
- You are knowledgeable about website content management and graphic design
- You are detail-oriented
- You have strong writing/editing skills
- Experience with the use of e-surveys a plus
- Interest in linguistics a plus
- Experience with outreach to college-aged demographics a plus
- Multilingual candidates are encouraged to apply

NOTIS does not discriminate on the basis of race, sex, age, national origin, marital status, ancestry, gender identity, sexual orientation, or disability.

Compensation: \$20 - \$25/hour, based on experience

Benefits

- Flexible schedule
- Free NOTIS membership
- Professional development assistance

How to Apply

Application deadline: May 3rd, 2021. Please submit your resume and cover letter to: thmarketingconsulting@outlook.com. Please put Marketing and Communications Specialist in the email subject line.