



## Marketing & Communications Specialist

**Position Title:** Marketing & Communications Specialist

**Reports To:** Marketing Director

**Region:** Denver, Colorado

**Department:** Client Experience

**Status:** Exempt

**Salary:** \$55,000 - \$62,000

**Experience:** 3-5 years

---

### **JOB SUMMARY**

The Marketing & Communications Specialist guides a broad range of external and internal marketing as well as communications initiatives to propel the Emergenetics brand. The role works collaboratively across global offices and will be responsible for creating, implementing and overseeing long-term plans in addition to tactical programs to promote the organization and its offerings. Responsibilities include managing external channels including social media, marketing websites and email, writing copy for company communications as well as publishing marketing materials and content. This is a hybrid position with about 80% being remote and 20% in-person.

### **CORE JOB DUTIES**

- Support content marketing initiatives by drafting blog posts, lead magnets, website content, email blasts, video scripts and promotional materials.
- Manage social media strategy by drafting posts, conducting social listening, analyzing performance and optimizing our platforms.
- Develop and distribute external and internal communications to achieve department and business objectives.
- Monitor and analyze the KPIs of communication, social media and marketing channels to enhance performance.
- Collaborate with Senior Graphic Designer to produce social media graphics, marketing materials, videos and other promotional media.
- Support public relations efforts through media monitoring, drafting award nominations and talking points.
- Conduct marketing research to identify trends, competitor offerings and emerging opportunities.

### **SKILLS AND QUALIFICATIONS**

- Bachelor's degree in marketing or a related field, strongly preferred
- Minimum three years of demonstrable Marketing experience
- Desire to learn
- Outstanding communication and writing skills
- Capable of working well as part of a team and independently
- Excellent organizational skills and proven ability to meet deadlines for multiple projects



- Matches rapport with clients
- Strong and positive work ethic
- Strong knowledge of Emergenetics' products and services
- Sincere interest in the company's products and services
- Capably represents the company and its brand

#### **HOW TO APPLY**

Please submit your resume, cover letter and a writing sample to [careers@emergenetics.com](mailto:careers@emergenetics.com).

#### **ABOUT THE COMPANY**

Emergenetics International creates positive and productive working cultures in organizations around the world. We help individuals, teams and entire organizations become more collaborative and effective so that they can realize their full potential. Guided by our values of Integrity, Quality, Sustainability and Family, we're an award-winning organization in growth mode with offices in the U.S., Singapore and Dublin.

We believe that every human is entitled to equal employment opportunity, and we do not discriminate against our employees or applicants because of race, color, religion, sex, national origin, ancestry, age, marital status, citizenship status, disability, protected medical condition, military status, genetic information, sexual orientation, gender identify or expression or any other basis prohibited by applicable federal, state or local law. Our policy extends to all aspects of our employment practices including recruiting, hiring, training, discipline, promotion, transfers, compensation, benefits, leaves of absence, termination and all other terms and conditions of employment.