



Position Title: Marketing Specialist - Social Media and Email Marketing

FTE: 100%

Salary Range: \$55,000-\$60,000 dependent on experience and skill set

Ideal Starting Date: April 1, 2025 (or ASAP)

Location: Augusta, Maine (with hybrid or remote options)

Reports to: Marketing and Communication Director

About MMSA:

The Maine Math & Science Alliance (MMSA) is a 501(c)3 nonprofit organization that finds inspiring new ways to get people excited about science, technology, engineering and mathematics (STEM) today, so that our youth can become the innovators and workforce of tomorrow. MMSA supports educators by:

- Developing professional development experiences for and with K-12 educators
- Conducting research and evaluation of STEM learning experiences
- Building relationships and networks to sustain systemic statewide improvement
- Providing high-quality professional development and programming that can influence the future of our state

MMSA nurtures a work culture that is very team-oriented, welcomes a mix of diverse staff with diverse backgrounds and includes some of the best talent in STEM education, including researchers and curriculum specialists. We offer ample opportunities for professional development for continuous growth and skill enhancement.

Purpose of the Position

We are seeking a dynamic and creative Marketing Specialist to lead our social media strategy and support our marketing efforts as part of the Marketing & Communications team. The ideal candidate will be responsible for building and enhancing MMSA's brand presence across multiple platforms, planning and executing marketing campaigns, and fostering engagement with our target audience. This role requires a self-motivated individual who thrives in a fast-paced environment, possesses excellent writing skills, and is adept at managing projects with a high level of attention to detail.

Essential Qualifications:

- Bachelor's degree in Marketing, Communications, a related field, or similar experience. Minimum of 3 years of experience in a marketing, communications, advertising, or

similar role, with demonstrated experience with social media marketing, including content creation, scheduling, and strategy.

Preferred Skills:

Must have

- Strong project management skills with an ability to prioritize tasks effectively.
- Experience with and knowledge of social media platforms.
- Solid writing, editing, and proofreading skills.
- Familiarity with email platforms (e.g., Mailchimp, Constant Contact).
- Excellent attention to detail and the ability to maintain accuracy and ask for help/clarification in a fast-paced environment.

Nice to have

- Familiarity with paid social advertising and audience segmentation.
- Design experience with Canva and/or Adobe Creative Suite (Photoshop, Illustrator, etc.) is a plus

Essential Functions:

- Be an integral member of our Marketing and Communications team
 - Work with our Digital Media Specialist to share video and use photography effectively.
 - Collaborate with our Website Specialist on web content and blog posts.
 - Support or collaborate with Marketing & Communications Director on overarching MMSA brand strategy, specific campaigns, and social media strategy.
- Lead or support campaigns or recruitment efforts involving team members and internal project clients, this could include creating marketing plans or schedules, drafting content, managing approvals, and sharing deliverables with the public.
- Develop and implement social media strategy to build brand awareness, recruit participants, and share resources.
 - Manage and grow MMSA's social media presence and look for other platforms or areas to expand our reach.
 - Create, schedule, and monitor content to engage target audiences.
 - Analyze campaign performance data, marketing trends, and provide actionable recommendations for improvement.
- Oversee MMSA's monthly eNewsletter and support our Listservs.
- Liaise with internal project teams and stakeholders serving as a marketing project manager to develop campaign goals, timelines, and deliverables.
- Manage multiple projects, ensuring deadlines, quality, and brand standards are met.
- Other duties as assigned
- MMSA is a mostly remote organization, but requires staff to attend monthly staff meetings in person at our Augusta office. This role is also occasionally required to travel to cover events for social media in person. It is expected that the person in this position

resides in New England, or is willing to move to New England upon hire. This position can work from home for part of the time if desired.

Applicants must be authorized to work for any employer in the U.S. We are unable to sponsor or take over sponsorship of an employment Visa at this time.

Benefits of the Job:

- Attractive health plan with low to no contributions
- Employer-paid family dental, family vision, Life, STD, LTD
- Up to 10% 401K match
- 14 paid holidays
- Paid time off for birthday and floating holiday for religious purposes
- 20 paid vacation days
- 15 paid sick days
- Ability to work remotely

Please send a letter of interest that outlines your experience against each of the selection criteria above and your resume by email to hr@mmsa.org or by regular mail to Human Resource Director, PO box 2246, Augusta, ME 04338

Materials should be submitted by **February 24, 2025** to ensure full consideration.

Maine Mathematics and Science Alliance is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws. This policy applies to all employment practices within our organization. MMSA makes hiring decisions based solely on qualifications, merit, and business needs at the time.