

NAEMA

Position Description

Marketing & Communications Specialist

Reports To	Executive Director (Tim Berrigan)
Classification	TBD
Location	Remote / hybrid, with required on-site travel for NAEMA events
Status	Proposed new in-house role

Position Summary

The Marketing & Communications Specialist manages NAEMA's brand, creative, digital, and event-marketing functions, and directly executes on-site event production support that is being transitioned out of NAEMA's current outsourced marketing engagement. This role combines the strategic/creative direction previously provided under retainer with the hands-on, on-site execution NAEMA needs during its annual meeting and other events.

Key Responsibilities

Brand, Creative & Digital Strategy

- Serve as steward of NAEMA's brand standards; advise leadership on brand consistency and evolution across all channels.
- Direct campaign, messaging, and creative strategy across NAEMA's marketing channels.
- Coordinate with and provide brand direction to NAEMA's third-party creative and web vendors (e.g., website platform vendor) to ensure work conforms to brand standards.
- Manage LinkedIn, Facebook, and Instagram content and direction during non-event periods.
- Provide creative and brand direction for NAEMA's public website, including review of vendor-executed template styling for conformance to brand standards.
- Provide strategic input on CMS, member-portal, and broader digital direction, coordinating with NAEMA's association-management-system implementation.

Event Marketing Preparation

- Build and configure event registration sites and event mobile apps (e.g., Cvent) ahead of NAEMA conferences.
- Draft and manage attendee email communications, including confirmations, reminders, and logistics messaging.
- Troubleshoot registration issues and configure activity and waitlist settings.
- Plan event-preparation work on a lead-time basis, coordinating scope and timelines at least 30 days ahead of each event.

On-Site Event Production

- Manage the events inbox and provide attendee support before and during events.
- Coordinate badge printing and on-site signage printing.
- Manage merchandise orders for events.
- Format speaker presentations and provide on-site AV and quick-turn slide-change support.
- Operate live event app functions on-site, including push notifications.
- Manage on-site activity and waitlist registration, and on-site raffle or similar attendee activities.
- Post live, on-site social media content during events.
- Coordinate inbound and outbound event shipments (e.g., FedEx/UPS).

Qualifications

Required

- 3+ years of experience in marketing, brand, or communications roles, ideally within an association, nonprofit, or membership-organization setting.
- Hands-on experience with event registration/app platforms (e.g., Cvent) and email communication tools.
- Working knowledge of social media management and basic content/website platforms.
- Ability and willingness to travel to and work on-site at NAEMA's annual meeting and other in-person events, including some evening and early-morning hours during events.
- Strong project-management and vendor-coordination skills; comfortable serving as the single point of contact for marketing execution.

Preferred

- Experience managing a brand standards program and directing outside creative or web vendors.
- Familiarity with association management systems (AMS) and member-portal platforms.
- Basic graphic design or slide-formatting skills sufficient for quick on-site turnarounds.

Working Relationships

- Reports to the Executive Director.
 - Coordinates with NAEMA's contracted vendors (e.g., website/creative vendor) on execution against brand standards.
-