

## **Marketing & Communications Specialist**

### **Job description**

Millman Multimedia is seeking a full-time Marketing & Communications Specialist for immediate hire. The ideal candidate will be a self-motivated team player who is eager to learn about marketing and to make a measurable impact. The Marketing & Communications Specialist should have exceptional written, visual, and oral communication skills, should be comfortable building relationships with internal and external stakeholders, and should be prepared to make data-driven decisions that contribute meaningfully to our business goals.

### **Responsibilities:**

- Contribute to the development, implementation, and maintenance of our brands' content strategies by researching and writing blog posts, managing video shoots, and building a compelling narrative across multiple social media platforms
- Test and execute upon new email strategies to maximize the impact of our product launches and to increase the efficacy of our promotional campaigns
- Maintain and expand upon current relationships with guest bloggers, featured photographers, complementary retailers, educators, and authoritative voices in the creative community to co-create original multimedia content
- Leverage new and existing influencers and affiliates to build brand awareness
- Contribute to the discovery and management of new marketing channels
- Work across departments to optimize the written and visual content on our website
- Assist in sales promotion scheduling
- Create and share reports regularly to improve decision making across the organization
- Contribute to the success of live events, including trade shows, customer appreciation events, lab tours, and workshops

### **Desired Skills and Experience**

#### *Requirements:*

- Bachelor's degree
- Proficient with Microsoft Office suite
- Exceptional written and verbal communication skills
- Highly motivated and able to multi-task
- Extremely organized and data-oriented
- Eager to learn, flexible
- Team player

- Photography experience a plus!

*Years of Experience:* 0-3 years

Interested candidates should email their resume, a cover letter, and 2-3 writing samples to Rob Sauer at [rsauer@millmanmultimedia.com](mailto:rsauer@millmanmultimedia.com) with “Marketing & Communications Specialist Application” as the subject line.

**Millman Multimedia** is the parent institution of five leading companies in the professional photo printing industry, including Nations Photo Lab, Artsy Couture, and Pounds Photo Lab, Inc. We are a driven group of artists, innovators, and leaders who work together to create spectacular experiences for our customers and for each other. Winners of SmartCEO’s Corporate Culture Award and Healthiest Company Award, Millman Multimedia is a place where motivated, creative leaders can thrive.