
Content Marketing Specialist

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OUR MISSION

BICSI is a global professional association supporting the advancement of the information and communication technology (ICT) profession. Our vision is to be the preeminent ICT resource for the connected world with focused values in integrity, service, and excellence.

SUMMARY

The Marketing Content Specialist will be responsible for developing high-quality, engaging content across various platforms, including social media, email, websites, and more. This role requires excellent writing skills, a strategic mindset, and the ability to collaborate with cross-functional teams to promote the organization's mission, vision, and initiatives. Reporting to the Marketing Campaign Manager, they will play a key role in enhancing brand awareness, driving engagement, and supporting broader marketing efforts.

SUPERVISORY ROLE

Supervises no employee(s).

DUTIES/RESPONSIBILITIES

To perform this job successfully, an individual must be able to execute each essential duty satisfactorily. Reasonable accommodation may be provided to enable qualified individuals with disabilities to perform these functions.

- Develop and execute communication plans to promote the organization's mission, vision, and marketing goals across various channels, including social media, email, and the BICSI website.
- Create, curate, and optimize content for the organization's website, social media channels, email marketing campaigns, and newsletters, ensuring consistency in brand voice and message.
- Write, edit, and proofread content for internal and external audiences, including blog posts, articles, press releases, media alerts, infographics, and more, ensuring content aligns with SEO and engagement best practices.
- Draft press releases and media alerts, manage media outreach, monitor and analyze media coverage, and prepare reports on media metrics to inform strategy adjustments.
- Maintain a content calendar to ensure timely creation, testing, and delivery of all communication materials across platforms, including social media, email, and the BICSI website.
- Collaborate with cross-functional teams and internal stakeholders to identify impactful stories, showcase organizational success, and develop engaging content that resonates with target audiences.
- Monitor and report on content performance, using data-driven insights to refine strategies and optimize future content for better engagement and results.
- Support the development of marketing collateral, such as articles, infographics, guides, and social media posts, to drive brand awareness, membership, sales leads, and subscriber growth.
- Foster and maintain relationships with industry media to enhance collaboration, media coverage, and brand visibility within key markets.
- Collaborate with cross-functional teams to ensure that communication efforts are consistent with the organization's brand and messaging guidelines across all channels and touchpoints.
- Organize and prioritize multiple projects, devising a schedule of work to meet deadlines and ensure the timely completion of all content-related tasks.
- Stay up to date with industry trends, best practices, and emerging technologies to continually improve content effectiveness and relevance.
- Perform other duties as assigned to support broader marketing and communications objectives.
- Other duties as assigned.

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REQUIRED SKILLS/ABILITIES

- Strong writing, editing, and content creation skills: Ability to produce clear, engaging content that resonates with members, stakeholders, and the broader community.
- Experience in social media management and strategy: Capable of developing content to increase engagement and promote initiatives, events, and member activities across social media platforms.
- Knowledge of SEO and digital marketing best practices: Understanding of SEO techniques and digital marketing principles to create optimized content and improve search rankings.
- Ability to collaborate with cross-functional teams: Skilled in working closely with other departments to create aligned, mission-focused content that supports organizational goals and brand messaging.
- Strong project management and organizational skills: Proven ability to manage multiple projects and prioritize tasks in a dynamic environment, ensuring campaigns and communications are executed within tight deadlines and limited resources.
- Strategic and analytical mindset for evaluating content performance: Proficient in analyzing metrics and performance data to refine strategies and improve content effectiveness and to maximize outreach and member involvement.
- Adaptable and able to stay updated with marketing trends: Flexible and proactive in learning new tools, platforms, and industry trends to keep content strategies current and effective.

Computer Skills:

To perform this job successfully, an individual should have:

- Proficiency with social media management tools (e.g., Loomly, Hootsuite)
- Familiarity with CMS platforms (e.g., Sitefinity, WordPress)
- Experience with email marketing software (e.g., Informz)
- Basic graphic design tools (e.g., Canva, Adobe Creative Suite)
- Understanding of Google Analytics and other data analysis tools
- General Strong PC Skills:
 - Competence in internet research, file management, and using virtual collaboration tools (e.g., Zoom, Microsoft Teams)

TRAVEL

10% (primarily by air): Travel to BICSI conferences or events. Must be able to obtain a U.S. passport.

EDUCATION AND EXPERIENCE

- **Required:**
 - Minimum of a High School diploma or equivalent.
 - Minimum of two (2) years of proven experience in marketing, content creation, social media management, or a related role.
 - Portfolio of Work: Demonstrated ability to produce high-quality content across various platforms (e.g., social media, websites, email marketing) is essential.
- **Preferred:**
 - Bachelor's degree in marketing, communications, journalism, public relations, English, or a related field.
 - Advanced Certifications: Additional certifications in digital marketing, content strategy, SEO, or social media marketing (e.g., HubSpot Content Marketing, Google Analytics, Hootsuite Social Marketing Certification)
 - Nonprofit association experience. Experience working within a nonprofit organization, professional association, or similar environment, understanding mission-driven marketing strategies and community engagement.

**BICSI is an Equal Opportunity Employer Veterans/Disabled
EEO IS THE LAW**

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PHYSICAL REQUIREMENTS

The physical demands and work environment described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable qualified individuals with disabilities to perform the essential functions.

The regular work schedule is 40.0 hours per week (Monday-Friday; daytime) and may require additional hours/overtime, as necessary. Must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, ability to adjust focus and ability to match or detect differences between colors, including shades of color and brightness. While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to sit; use fingers and hands or feel and reach with hands and arms. The employee is occasionally required to stand and walk. The work environment is as follows: professional office environment; the noise level in the work environment is usually moderate.

COMPETENCIES

To perform the job successfully, an individual should demonstrate the following competencies:

Analytical – Collects and researches data; uses intuition and experience to complement data; designs workflows and procedures.

Problem Solving – Identifies and resolves challenges in a timely manner; Develops alternative solutions; Works well in problem solving situations; Uses reason even when dealing with emotional topics.

Project Management – Potential to: coordinate projects; Communicate changes and progress and manage project team activities; Complete projects on time within.

Customer Service – Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

Interpersonal – Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to other ideas and tries new things.

Oral Communication – Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Participates in meetings.

Teamwork – Balances individual responsibilities; Exhibits objectivity and openness to others' views; gives and welcomes feedback; Contributes to building a positive team spirit.

Change Management – Builds commitment and overcomes resistance; Supports those affected by change with a positive attitude.

Leadership – Exhibits confidence in self and others; Inspires respect and trust; Accepts feedback from others; Displays passion and optimism.

Quality Management – Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.

Cost Consciousness – Works within budget; Conserves organizational resources.

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Organizational Support – Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization’s goals and values.

Adaptability – Adapts to changes in the work environment; Manages priorities and competing demands; Able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality – Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Dependability – Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments.

Initiative – Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; looks for and takes advantage of opportunities; Asks for and offers help when needed.

Innovation – Meets challenges with resourcefulness; Generates suggestions for improving work; Presents ideas and information in a manner that gets others’ attention.

Judgment – Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

Motivation – Sets and achieves challenging goals; Demonstrates persistence; Measures self against standard of excellence.

Planning/Organizing – Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources when necessary; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

Professionalism – Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration; Performs with integrity.

Quality – Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

Quantity – Meets or exceeds productivity standards; Completes work in timely manner; Strives to increase productivity.