

JOB DESCRIPTION

DEPARTMENT:	Administration
TITLE:	Marketing and Academy Coordinator
HOURS:	Generally, 9:00 AM – 5:00 PM M-F, but hours may vary due to special projects and some evening meetings.
STATUS:	Permanent Full Time
SALARY:	Dependent on Skills and Experience

DUTIES:

- Complete tasks related to Academy course offerings with a special focus on Work Zone Safety course offerings and marketing tasks related to newsletters and website as outlined.
- Maintain excellent client relationships through contact management including phone, mail, and email communication
- Manage JMTE Academy Database with focus on the Work Zone Safety portion and its availability to the public through the JMTE website
- Coordinate with clerical staff for copying, collating, binding, and other treatments for course materials, reports, certificates, cards, PDH verifications, and other items and recognitions, and distribute the same.
- Manage course scheduling including registration and site selection and provide frequent communication with course instructors regarding all phases of the course from inception to completion.
- Prepare instructional materials as requested by individual instructors in the Academy including maintaining electronic versions of all training materials from courses, classes, seminars, and speeches
- Assist with developing new Academy courses as requested and instructed by supervisor
- Maintain records for retention, protection, and retrieval; transfer and disposal of records including electronic filing and paper filing
- Produce and manage a regular marketing campaign to include newsletters, social media, press releases, and professional journal releases.
- Manage the JMTE website and analyze analytics to ensure search engine effectiveness, appropriate content, freshness, testimonials, and up to date information
- Constantly look for and act upon unique marketing opportunities for JMTE
- Develop, maintain, organize, and ensure effectiveness of all JMTE processes related to marketing and branding.
- Assist other clerical staff with reception and phone duties as needed and requested

DESIRED SKILLS, CERTIFICATIONS and TRAINING:

- Excellent communication including verbal and writing skills for internal and external communication
- Ability to work in a team environment, planning, organizing and prioritizing tasks
- Maintain seamless productivity in a fast-paced environment with frequent deadlines

- Ability to maintain confidentiality
- Must possess and maintain a professional, proactive, and positive attitude
- Ability to work on multiple projects at the same time
- Must have a level of intuition that allows attention to details and accuracy while keeping the big picture goals in mind
- Accurate keyboard skills
- Microsoft office proficiency including Word, Excel, and Access

NON-COMPETE and CONFIDENTIALITY:

Employee is expected to present themselves as an employee and representative of JMTE. They are not to engage in any paid activity that is in direct conflict or competition of the offerings of JMTE.

During employment by JMTE, Employee shall not directly or indirectly, either for Employee's own account or as a partner, officer, employee, agent or otherwise, be employed by, connected with, participate in, consult or otherwise associate with any other business, enterprise or venture that is the same as, similar to or competitive with JMTE.

During employment, and thereafter for three years, Employee shall not disclose to anyone any confidential information pertaining to JMTE. For the purposes of this Agreement, "confidential information" shall include any of JMTE's confidential, proprietary or trade secret information that is disclosed to Employee or Employee otherwise learns in the course of employment such as, but not limited to, business plans, customer lists, financial statements, software diagrams, flow charts and product plans.

BENEFITS:

- Annual Sick and Vacation Leave
- 8 Paid Holidays per Year
- Time off for School Activities & Community Service
- Independent Retirement Account (IRA) with employer match
- Continuing Education & Tuition Reimbursement Opportunities
- Professional Membership Support
- Business Casual Work Environment
- Company Sponsored Social Events
- Various Training through the JMTE Academy

WORK LOCATION: Waynesville NC

PHYSICAL REQUIREMENTS:

Employee will be required to manage a workstation for long periods of time either through sitting or standing and will be required to have sufficient vision and dexterity to operate a computer keyboard and monitor efficiently.