

ALASKA PUBLIC MEDIA
3877 University Drive
Anchorage, Alaska 99508
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Title: Marketing Associate
Reports to: Brand Manager
FSLA Status: Non-exempt
Version: 2.0 May 2024

Summary Statement:

The Marketing Associate reports to the Brand Manager and is part of the Development team, led by the Chief Development and Marketing Officer. Alaska Public Media (AKPM) is a broad-based public media organization that delivers television, radio and web content. AKPM is the source for NPR radio and PBS television for Southcentral Alaska, and stewards the public media statewide news collaboration. This role plays an integral part in Alaska Public Media's statewide communications and marketing efforts, helping support efforts related to over-the-air messaging, digital marketing, fundraising, in-person community engagement and more.

Essential Functions:

The Marketing Associate's primary function is to support efforts across various communications channels including, but not limited to, social media, web, broadcast and email. This will include scheduling content on the web and social media, design of physical or digital marketing materials, coordination of cross-promotional collaborations internally and with external community partners, and shaping digital strategy in tandem with other key internal staff.

Duties and Responsibilities:

In addition to the above functions, the Marketing Associate will:

- Develop and schedule social media posts, for both special projects and regular programming.
- Monitor social media comments and messages, forwarding flagged messages or comments to appropriate internal partners and responding to inquiries as needed.
- Coordinate with internal and external partners to acquire required assets for co-branded or sponsored social media posts or other marketing efforts.
- Utilize web-based tools for reporting on marketing efforts and grant-funded projects (Google Analytics, Hootsuite).
- Create and schedule new email campaigns and maintain existing ones using Constant Contact (scheduling software).
- Coordinate placement of sponsor underwriting placements in print and the web (alaskapublic.org, newsletters, Alaska Public Media app) and serve as back-up for when primary schedulers are out of office.

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- Assist with proofing and editing documents and collateral such as press releases, reports, brochures, program guides, schedules, web posts and more.
- Manage stock of internal marketing materials and reorder as necessary from third-party vendors.
- Funnel internal marketing requests and prioritize tasks as needed.
- Assist with developing digital or physical marketing materials, as assigned by Brand Manager.
- Outline, manage and execute fundraising campaigns in tandem with AKPM's Development team.
- Outline, manage and execute promotional campaigns, as assigned by the Brand Manager and Chief Development and Marketing Officer.
- Submit production requests on occasion, like for template Molly in the Community TV promos
- Assist as requested in Development Department live events - screenings, booth at fairs, etc.
- Perform other marketing and communications duties as assigned.

Required Qualifications:

- Proficiency with Adobe Creative Suite (InDesign, Illustrator, Photoshop, etc...), Microsoft Office / Google Drive applications (Sheets/Excel, Docs/Word, Slides/Powerpoint, etc...) and CANVA
- Ability to work independently and across organizational departments with a strong attention to detail
- Strong writing and communication skills
- Highly organized and motivated
- Ability to be nimble, make decisions and problem solve

Desired Qualifications:

- Prior social media management experience
- Prior email campaign management experience
- Prior Experience in a Design, Marketing or Communications role
- Sample portfolio of any communications related work
- Knowledge of and passion for public media a plus

Competencies:

- Act in accordance with AKPM policies
- Support AKPM compliance efforts with FCC, CPB, NPR and PBS rules and regulations
- Communicate effectively
- Apply critical thinking and problem-solving skills
- Maintain positive relationships with both internal and external customers
- Demonstrate consistent outstanding customer service
- Proficient at computer use to include office software products, custom software packages, internet and email
- Consistently demonstrate ethical behavior
- Must exercise good judgment for the prompt completion of responsibilities

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Employee Expectations:

Must be able to work in a constantly changing environment with demonstrated ability to juggle and prioritize multiple, competing tasks and demands while seeking supervisory assistance as appropriate.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

The employee is regularly required to stand, walk and sit; use hands to handle or feet; reach with hands and arms; talk and hear. The employee is occasionally required to stoop, kneel, crouch or crawl. The employee must be able to lift and/or move up to 40 pounds.

Work Environment:

The work environment characteristics described here are typical of a television/radio broadcast office environment and representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform essential functions.

The noise level in the work environment is usually moderate.

Alaska Public Media is an equal opportunity employer.

I _____ have received a copy of this job description on _____
(Name) *(Date)*

Employee's signature _____