



---

## **Position - Marketing/Administrative Specialist**

**FLSA Status:** Non-Exempt

**Work Schedule:** Normally Scheduled to Work

Mon. - Fri. 40 Hour Work Week

**Job Status:** Full Time

**Reports To:** Vice President/Operations Support  
Services

**Positions Supervised:** None

**Amount of Travel Required:** 10%

### **POSITION SUMMARY**

AFSI's Marketing/Administrative Specialist coordinates and assists the corporation's business development/marketing and administrative team with firm representation functions. This position also provides administrative management and support and development of marketing collateral for the division. Occasionally represents AFSI at conferences and trade associations; publishes broadcasts or otherwise presents AFSI related information.

### **ESSENTIAL FUNCTIONS**

#### **Reasonable Accommodations Statement**

To perform this job successfully an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

#### **Essential Functions**

- Coordinate content development, design, layout, production, publication and/or distribution of AFSI related communication and marketing collateral including business development kits, reports, letters, newsletters, events, advertisements, news releases, profile sheets, capabilities presentations, web design and updates, social media and other business informational material.
- Preparation and production of presentations using PowerPoint interactive media, etc.
- Coordinate content development, production and maintenance of AFSI related sites, including but not limited to [www.afsiak.com](http://www.afsiak.com) , and other social and or/interactive media.
- Coordinate content development, production and maintenance of AFSI intranet website informational data.
- Coordinate content development, production and distribution of AFSI Shareholder newsletters to include research, write and/or edit stories, briefs and other material; coordinate photos and graphics; and return photos and other contributed material when appropriate.
- Develop and maintain corporate communications - related databases including pictures, project profiles, resumes, and mailing lists.

- Responsible for licenses and renewals; IT maintenance and repairs; office maintenance and serve as liaison with the Owner; office equipment, furniture, and supplies; keys control; storage; incoming and outgoing correspondence; janitorial services; phones, faxes, Email accounts and interface with AI corporate IT department; office policies and procedures; desk-to-desk manuals; and all other administrative functions corresponding to the AFSI Functional Chart.
- Create and maintain procedural manuals for marketing and operations support services department managed activities.

(Content development and production activities include idea generation, writing, graphics support, research, proofing, and project coordination)

- Perform other duties as are appropriate and necessary and/or as assigned by management.

#### **SKILLS & ABILITIES**

- Excellent interpersonal skills.
- Ability to work effectively and cooperatively with all levels of management and staff, affiliated-company employees as well as outside business associates; exhibits a professional manner in dealing with others.
- Must have good organizational and follow-up skills and be detailed oriented. Must be able to manage multiple projects and deadlines.
- Ability to work independently and on teams; ability to work with minimal supervision.
- Ability to think strategically.
- Ability to make decisions, solve problems and exercise good judgment.
- Strong written and verbal communication skills; knowledge of proper grammar, spelling, vocabulary, editing and proofreading skills.
- Knowledge and experience writing for the Web.
- Strong knowledge of and demonstrated ability to work with internet, social media, eNewsletters, and other Web-related electronic media.
- Strong knowledge of Microsoft Office (Word, Excel, Access, PowerPoint, InDesign, SmartArt, and Adobe software, HTML and (Web) content management systems.
- Ability to work on projects that may involve confidential and sensitive information.

#### **POSITION QUALIFICATIONS**

- Four-year college degree in a communications-related field (e.g., journalism, public relations, marketing, advertising, Web publishing, or related) and at least 2 years experience in communications-related positions or any combination of education and experience that provides the required skills, knowledge and abilities.

AFSI has reviewed this job description to ensure that essential functions and basic duties have been included. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities.

Additional functions and requirements may be assigned by supervisors as deemed appropriate.

Approval Signature: \_\_\_\_\_ Date: \_\_\_\_\_