

## **MARKETING and COMMUNICATIONS ASSOCIATE**

The Wisconsin Chiropractic Association is looking for a talented individual to join our team and assist with marketing and communication initiatives. The WCA Marketing and Communications Associate will work collaboratively to effectively communicate WCA programs and services to members and prospective members through a variety of digital, print and in-person experiences including direct mail, email, website, social media, PR, advertising and events. This position is part time (16-24 hours per week) with the possibility of becoming full time.

### **PREFERRED QUALIFICATIONS**

The successful candidate's qualifications will include the following:

- Degree in marketing, journalism, advertising or related field.
- Experience with content management systems, e-mail campaigns and social media.
- Excellent in-person communication skills and the ability to work well with diverse teams.
- Highly organized with strong project management skills.
- Comfortable managing multiple projects at varying stages of completion.
- Able to work successfully with limited direction.
- Excellent writing, editing and proofreading skills, strong attention to detail.
- Experience preparing cohesive content for e-mails, websites, brochures and other promotions and campaigns.
- Experience providing input on marketing campaign planning and implementing multiple elements simultaneously.
- Experience working with designers and contractors on providing creative input for promotions and marketing plans.
- Experience with marketing databases, including establishing target audience criteria, pulling data for campaign use and general knowledge of query and report generation.
- Works well in fast-paced, deadline driven environment.
- Contributes to the success of the team, including: demonstrating a positive attitude, suggesting solutions and new ideas, interest in learning, open to change, prioritization and willingness to work on group and other special projects.
- Strong computer skills, including Microsoft Office, HTML and Adobe Creative Suite. Experience with In Design or other desktop publishing tools a plus.

To apply contact:

John Murray, Executive Director  
Wisconsin Chiropractic Association  
jmurray@wichiro.org