

## Marketing Specialist

**Agency:** Mirror  
**Title:** Marketing Specialist  
**Responsible to:** Director of Prevention and Community Engagement  
**Classification:** Hourly, Full-time  
**Salary Range:** Negotiable within an established range set by the Mirror Board.  
**Job Location:** Newton, Kansas

### Job Summary:

The Marketing Specialist will work directly with and under the supervision of the Director of Prevention and Community Engagement. The principal role of the Marketing Specialist is to assist in all aspects of Mirror marketing: support company objectives, policies, and programs, consistent with its mission and brand, toward the accomplishment of the companies' overall goals. The Marketing Specialist shall operate in accordance with the policies determined by the Board of Directors and shall abide by all applicable federal, state and local regulations.

### Qualifications:

1. Bachelor's degree in related field, preferred.
2. 1-5 years of similar or related experience.
3. The ability to effectively use a variety of Microsoft software, marketing, and publishing software, graphic design and/or composition software, photography/editing, videography
4. Capability of building and maintaining a team spirit. Ability to work cooperatively with others.
5. Excellent written and verbal communication skills, copywriting, communication and motivation of current and future staff, clients, and others to achieve Mirror objectives and represent the company well in a wide variety of public and professional environments.
6. The ability to be highly creative and exercise good judgement in all areas of marketing and promotions.
7. Must be proficient in Microsoft Office Suite, familiar with major social media platforms and trends, and graphic design software like CANVA and Adobe Creative Suite.
8. Must be able to pass agency required background or security check.
9. Employees who have been diagnosed with any type of substance use disorder or behavioral health addiction/compulsion must have sustained a minimum of two consecutive years of abstinence from all intoxicating substances and symptoms of their chemical and/or behavioral addiction; and must be in full sustained remission.
10. Understanding of basic media skills, relations, and methods.
11. Physical requirements would include but not limited to standing, walking, talking, hearing, and lifting (40/50 pounds).

**Duties and Responsibilities:**

1. Work involves both internal and external communication in all forms with staff, clients, and community, effectively sharing Mirror's work, Mirror's mission, and the story of Mirror. contacts with persons beyond immediate associates generally regarding routine matters for purposes of giving or obtaining information which may require some discussion. Ability to establish and maintain effective working relationships with the public, clients, and staff.
2. Know and understand the Mirror brand, including the company mission and vision and how to communicate those through both design elements and type. Incorporate Mirror branding into all designs.
3. Develop, create, and manage published content across Mirror social media platforms, monitoring the platforms and engaging staff and community when needed and appropriate.
4. Assists in the development and preparation of Mirror internal and external marketing both physical and digital informational material, as well as necessary internal documents and forms.
5. Coordinate, assist with, manage, and distribute all community and online advertisements to be used in multi-media marketing campaigns, recruitment campaigns, social media campaigns, staff engagement campaigns, and funding engagement campaigns as assigned by the Director of Prevention and Community Engagement.
6. Manage and monitor Mirror websites, updating content, troubleshooting, ensuring accuracy and alignment with branding.
7. Plan, attend, and coordinate special events in the community that align with and help to market the mission of Mirror within the community
8. Coordinate and attend recruitment events as needed, representing Mirror facilities and departments to engage new, qualified staff.
9. Develop relationships with community partners, prospects, and employees; provide excellent customer service and support to inquiries, referral sources, and employees.
10. Planning and working events such as Career Fairs, Sponsored Events, Regional Partnerships, Employee Engagement, CEU Education, and similar events in conjunction with other Mirror departments and managers.
11. Support all marketing functions, with attention to detail and a focus on excellence of product, to contribute to the achievement of Mirror marketing goals and objectives.
12. Other duties as assigned by Director of Prevention and Community Engagement.

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Employee Signature

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Date

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Witness Signature