



**Position Title:** Marketing Technology Support Specialist

**Reports to:** Executive Director

**Job Overview:**

The Tennessee World Affairs Council (TNWAC) seeks a technical marketing support specialist to support and manage various marketing platforms and technology to advance our mission. These responsibilities include managing our website, social media platforms, email communications, and support with in-person and virtual events.

**Responsibilities and Duties:**

- Maintain and update our website ([www.tnwac.org](http://www.tnwac.org)), including posting events, updating content on pages, and organizing member/event data.
- Create and post compelling and meaningful content on TNWAC's social media platforms (Facebook, Instagram, LinkedIn, and YouTube).
- Brainstorm content and execute marketing e-newsletters and other email communication. Maintain email subscribers and update template designs as needed.
- Manage our virtual event Zoom recordings and post recordings on YouTube and SoundCloud.
- When available, record videos at in-person events and perform post-production work to repurpose content.
- Maintain Google Workspace email accounts management.
- Assist staff and volunteers with technical support.

**Required Qualifications:**

- Strong written communication skills
- Web design - experience with WordPress and Elementor
- Experience in creative development and digital marketing, including web design and social media

**Preferred Qualifications:**

- Graphic design - experience with Canva and Adobe Suite
- Email marketing - experience with MailChimp
- Basic videography and photography skills, comfort with audio and video editing
- Other: Zoom, Google Drive, Microsoft Office Suite, ChatGPT