

## Marketing Assistant

**Summary:** Maury, Donnelly & Parr, Inc. is looking to add a qualified marketing professional to our newly developed marketing department in Baltimore, MD. This position is responsible for implementing and maintaining the marketing initiatives set forth by the Marketing Director. Day to day activities will include email campaigns, advertising, social media, web content writing, building relationships with internal staff as well as external partners, and administrative tasks. This position will ultimately help grow both MDP and its programs outward marketing and branding initiatives.

### Duties and Responsibilities:

- Research leads and generate prospect databases
- Creation and organization of Distribution lists
- Assist with targeted marketing campaigns to various channels
- Provide operational/creative support for social media, advertising, promotional materials
- Daily administrative tasks

### Qualifications:

- Bachelor's Degree from a four-year college or university, or at least two years of related experience and/or training, or equivalent combination of education and experience (Studies or demonstrated interest in marketing, strategy, business, or related subject matter preferred)
- Proficiency in Microsoft Office Suite
- Proficiency in Adobe Creative Suite
- Basic project management skills

### Competencies:

- **Customer Service** - Manages challenging customer situations; Responds promptly to customer needs; Solicits feedback to improve service; Meets commitments.
- **Problem Solving** - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics. Ability to adapt and be flexible in a dynamic work environment.
- **Planning/Organizing** - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.
- **Ethics** - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
- **Business Acumen** - Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.

- **Initiative** - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

**Physical Demands and Work Environment:**

- Occasionally required to stand/walk; frequently required to sit; continually required to utilize hand and finger dexterity and to talk and hear. Normal office environment.

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*The above is intended to describe the general content of and requirements for the performance of this job. It is not an exhaustive statement of requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*