Marketing & Public Relations Associate

$40-50k annually (Depending on Experience); 40 hours weekly
Location: Mostly remote (local to Jackson, MS; will require some in-person engagements)
Tentative Start Date: July 2023

Bean Path is seeking a talented, highly organized, and enthusiastic Marketing & Public Relations Associate to support our daily operations.

This individual will play a crucial role in supporting our marketing and public relations initiatives. The ideal candidate should have experience in setting up and managing customer relationship management (CRM) platforms, specifically HubSpot. Proficiency in collaborating with cross-functional teams and a strong understanding of graphic design principles are also essential for this position. Experience with Wix and Canva is preferred.

Other responsibilities include implementation of a cohesive marketing strategy, from research and analysis through planning, positioning, promoting, and evaluating the company’s resources and services while managing the marketing budget. Externally, this role works to increase the visibility and broaden awareness of what Bean Path offers to the community while working with all entities to ensure consistent messaging, appropriate use of the Bean Path brand, and effective promotion of the Bean Path’s resources, services, programs, and events.

Responsibilities:

CRM Management:
- Set up and manage the Bean Path's CRM system (e.g., HubSpot) to effectively track and analyze customer data.
- Ensure accurate and up-to-date data entry, maintenance, and segmentation within the CRM.
- Develop and implement strategies to optimize CRM performance and utilization.
- Collaborate with the sales and marketing teams to align CRM practices with business objectives.

Marketing and PR Support:
- Assist in the development and execution of marketing campaigns and strategies.
  - Identify weaknesses in existing marketing campaigns and develop pragmatic solutions within budgetary constraints.
- Conduct market research and competitor analysis to identify trends and opportunities.
- Create compelling content for various marketing channels, including social media, email newsletters, and blog posts.
- Collaborate with internal teams and external stakeholders to ensure consistent messaging and brand representation.
- Monitor and report on marketing and PR performance metrics, including data and KPIs for social media, marketing campaigns, press coverage, etc.

Graphic Design:
- Create visually appealing designs for marketing collateral, including brochures, infographics, social media posts, and website graphics.
- Ensure brand consistency across all visual assets.
- Collaborate with the design team to develop engaging and effective marketing materials.
- Stay up-to-date with industry trends and best practices in graphic design.
Communication:
- Develop and maintain strong relationships with media outlets, journalists, and industry influencers.
- Write and send press releases, news updates, and other communications to targeted audiences and relevant media outlets, maintaining relationships with journalists and reporters.
- Coordinate and facilitate media interviews, press conferences, and other PR-related events.
- Monitor media coverage and maintain a press clipping archive.
- Assist in crisis communication and manage reputation management efforts as needed.

Team Collaboration:
- Work closely with the marketing team and Bean Path Directors to ensure effective coordination and execution of campaigns
- Collaborate with internal stakeholders to gather information and input for marketing initiatives.
- Assist in organizing and coordinating events and programs, including expos, conferences, trade shows, and promotional activities.

Other
- Participate in meetings, conferences, special projects that may require occasional local and long distance travel

Qualifications:
- Passion for and belief in the importance of STEAM literacy for all
- Strong understanding of marketing and PR principles and practices.
- A degree in marketing, communications, or a related field or equivalent experience
- Proven experience in setting up and managing CRM systems, preferably HubSpot
- Proficiency in graphic design tools, such as Adobe Creative Suite, Canva, or similar.
- Familiarity with Wix or other website building platforms is a plus.
- 1-3 years minimum of proven experience in writing and sending press releases and maintaining relationships with media outlets.
- Experience in managing data and KPIs for social media, marketing campaigns, press coverage, etc.
- Knowledge of SEO and content marketing best practices is a plus.
- Familiarity with media monitoring tools and social media analytics platforms.
- Excellent written and verbal communication skills, with a keen eye for detail.
- Ability to work effectively in a fast-paced environment and meet tight deadlines.
- Strong problem-solving and critical-thinking skills.
- Ability to work independently as well as in a team-oriented environment.
- Strong multitasking and time management skills.
- Experience in the technology industry is desirable but not required.