



569 US Highway 250, Greenwich OH 44874  
(419) 962-2003 ♦ [BeyondMeasureMarket.com](http://BeyondMeasureMarket.com)

**Company Overview:** Beyond Measure Market is a tax exempt 501c3 organization which operates under the umbrella of Mission to Amish People. Both Mission to Amish People (MAP) and Beyond Measure Market (BMM) are governed by a board of directors. To learn more about Mission to Amish People and Beyond Measure Market, please go to <http://mapministry.org>.

**Job Title:** Marketing Specialist

**Job Type:** Part-time, Hourly, Pay Based on Experience

**Accountable To:** Manager of BMM

**Job Summary:** The Marketing Specialist's role is to promote Beyond Measure Market's purpose and retail aspects to the surrounding community through means of advertising. This includes, but is not limited to, promoting new items, campaigns, and events as well as weekly outreach through social media platforms and email.

Our ideal candidate will have marketing skills with a sharp business mindset. You should also be skilled at organizing and solving problems. Attention to detail, communication, and being self-motivated will be some of your strong suits. The Marketing Specialist must be highly proficient when it comes to working with computers.

Ultimately, the duties of the Marketing Specialist are to make sure the store's mission and endeavors are being communicated with the customer and motivating them to shop at the Market.

**Responsibilities include:**

- Regular communication with the store manager to determine what to promote.
- Operating the store's Facebook page: updating cover photos, creating events, and posting regularly.
- Send weekly emails to our customer list promoting sales, what's new, and other valuable content.
- Maintain Google Business page with occasional posts and updating current information.
- Use Google Ads to promote online sales through Beyond Measure's website.
- Make brochures and update old versions to keep information current.
- Ensure that brochures, business cards, order forms, etc. are stocked in the store.
- Create and revise event flyers and bag stuffers when needed throughout the year.
- Promote events through various means of advertising.
- Create, order, and maintain road signage and banners along the front of the store.
- Create seasonal content for bulk mailings.
- Print and mail quarterly bulk mailings, maintain paperwork for the mailings.
- Create content and coordinate a direct mailing campaign 1-2 times per year.

- Work with advertising representatives in the fields of radio, newspaper, billboards, chamber of commerce, magazines, website, etc.
- Coordinate campaigns and links with the store's website to drive clicks and responses from customers as a result of advertising.
- Monitor responses and data from marketing efforts to determine which avenues are driving your marketing goal.
- Write newsletters and other marketing material content that is specific to the store.
- Refresh and maintain in-store TV slideshows.
- Organize Thanksgiving and Christmas marketing material to promote seasonal items.
- Assist throughout the store if needed for other duties.

### **REQUIREMENTS**

- Must be a proficient user of MS Office (MS Publisher and Outlook in particular).
- Experience in creating design for posters, brochures, etc.
- Ability to present previous design work.
- Highly proficient in computer skills.
- Proficient or able to learn to use Canva.com.
- Leadership and organizational abilities.
- Interpersonal and communication skills.
- Problem-solving attitude.
- Flexibility to work in shifts.
- Possessing a "heart" for ministry.
- Self-starter, self-motivated and one who perseveres with a loving and compassionate attitude.
- Highly organized, possessing highly developed verbal and written communication skills.
- Possessing the following abilities:
  - Able to manage and complete multiple tasks simultaneously
  - Meets deadlines
  - Teachable
- Ability to regularly lift up to 50 lbs. from floor level to above shoulder height; must be able to meet demands of frequent walking, standing, stooping, kneeling, climbing, pushing, pulling, and repetitive lifting, with or without reasonable accommodation.

### **OTHER DUTIES**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time, with or without notice.