

Civilian Marksmanship Program

Position Description

Position Title:	Marketing Specialist
Position Reports To:	CMP Communications Manager
Position Location:	CMP South, Anniston, AL
FLSA (E/NE):	Non-Exempt
Position Summary:	<p>The Marketing Specialist supports the promotion of CMP products, events, and services through coordinated marketing campaigns, digital and print content, and social media. This role assists with event marketing, website updates, brand management, and performance tracking to ensure consistent, high-quality outreach.</p>
Position Tasks:	<p>Tasks include:</p> <ul style="list-style-type: none">○ Assist in the marketing and implementation of new programs, products and services.○ Ensure CMP's brand image is kept at a high standard and quality control with all advertising and printed literature.○ Assist with special events at CMP's Talladega Marksmanship Park.○ Initiate marketing campaigns and analysis. Assist with creating a marketing plan for various areas at CMP (TMP, Events, Sales, etc.).○ Assist to write advertising copy, design advertising layouts, prepare artwork for use in print and electronic advertising formats including newspapers, newsletters, direct mailing pieces, emails, billboards, radio advertising and television advertising.○ Create monthly event emails to promote events.○ Manage social media accounts for CMP South to include creating events and posts, responding to comments and messages.○ Photograph and capture video of CMP products and events.○ Manage and update CMP range and competition centers websites, including creating new digital advertisements, supporting social media promotions, and maintaining website calendars according to stakeholder schedules.○ Evaluate success of campaigns when completed by collecting and maintain sales records or event attendance to track, review and modify performance of marketing initiatives. Understand our audience.○ Establish and maintain positive relationships with media, local communities, competitors and vendors.○ Provide recommendations and methods to improve public

relations for the CMP.

- Propensity for technology and creative thinking
- Provide weekly reports/updates to the Communications Manager.
- Provide vacation and sick time requests in advance to Manager for approval and coordinate schedule changes.
- Follow proper chain of command and communicate functions with Manager.
- All other duties as assigned.

Guidelines Available:

CMP Policies, CMP Employee Handbook

Qualifications

Education/Experience: Associate degree in marketing, information management or similar discipline, or equivalent experience in marketing communications/website design and development. Background in firearms, ammunition and sales, is helpful.

Skills/Training: Excellent computer skills with the ability to use Microsoft 365 applications, Adobe Creative Suite programs, WordPress and Canva. Effectively communicate with company leadership, vendors, and competitors/customers is essential.

Most work is done in an office environment with full data processing support. Many events are conducted on outside ranges and in classrooms. Periodic travel to CMP-hosted events is required.