



OPEN POSITION: Marketing Communications Specialist



Work with a high-performing team committed to help federal employees retire with confidence.

ABOUT PROFEDS

Since 2008, ProFeds has delivered on-site retirement training to federal employees, and we are committed to providing great support to our nationwide network of financial professionals who serve them. We're only looking for "batteries-included" team players who are motivated by a sincere desire to grow, learn, and serve this deserving audience.

ABOUT THE ROLE

The Marketing Communications Specialist role is primarily responsible for coordinating and executing ProFeds' marketing and communications initiatives from concept through to delivery. We are seeking a "batteries-included" team player who is a blend of creative thinking, a skilled storyteller (both written and visual), and a master of coordination. This role requires taking ownership of projects, prioritizing multiple deliverables, and thriving in an entrepreneurial team environment to develop content, campaigns, and materials across our websites, social media, email marketing, and annual conference. The ideal candidate values consistency and accuracy to ensure all communications effectively serve our internal and external audiences.

REQUIRED SKILLS

- Strong written and visual storytelling skills
- Proficiency in design tools (Adobe Creative Suite, Canva, etc.)
- Experience with website (WordPress) and content updates
- Familiarity with CRM systems and email campaign builders
- Effective project coordination and calendar management
- Exceptional attention to detail and commitment to consistency
- Strong understanding of best practices for use of Artificial Intelligence

RESPONSIBILITIES

- Coordinating and executing updates on [FedImpact.com](https://www.fedimpact.com) and [ProFeds.com](https://www.profeds.com)
- Developing social media content (written and visual)
- Coordinating the social media content calendar
- Developing advertising layouts/campaigns
- Designing email campaigns
- Designing collateral materials
- Light video editing
- Developing and coordinating annual conference materials

EXPERIENCE

- Demonstrated experience in digital content creation across multiple platforms
- Practical experience managing social media content and advertising campaigns
- Experience in a role requiring the execution of projects from concept through to delivery
- Light video editing experience is desirable
- Submitting work examples that showcase professional story is encouraged
- Demonstrated experience with Artificial Intelligence utilization

COMPENSATION & BENEFITS

- This is a non-exempt, hourly, full-time (40 hrs/wk) role.

- Pay for this position will be commensurate with current experience level and initial training required to perform job functions.
- This is a remote position with flexible work hours. Occasional travel will be required.
- Benefits package includes 401(k) with match, PTO/holidays, and various insurance plans (life, dental, vision, and disability).

If you are interested in this position, please send your resume to Hiring@ProFeds.com with “Marketing Communications Specialist” in the subject line.