Marketing Specialist

MDA Leadership partners with organizations to strengthen individual, team, and organizational talent through powerful leadership assessment and development solutions. For 45 years, we have helped organizations select the right leaders, grow leadership capabilities, and drive high performance. Our client team partners with regional, national, and global organizations to deliver solutions that exceed client expectations. We pride ourselves in hiring exceptional I/O psychologists, leadership development professionals, executive coaches, and strong functional contributors who have the keen ability to understand our clients' business challenges and translate their needs into impactful, integrated talent solutions.

The Marketing Specialist supports the execution of the organization's marketing and business development efforts through marketing technology administration, event coordination, lead management support, content development, and design services. This role serves as a key resource for maintaining marketing systems, coordinating campaigns and events, managing digital assets, and providing day-to-day support to the business development and consulting teams.

Key Responsibilities

- Serve as the primary administrator for marketing technology platforms, including HubSpot, Deltek, ZoomInfo, LinkedIn, WordPress, Zoom Webinar, SurveyMonkey, and other marketing tools.
- Support lead management efforts through database maintenance, lead tracking, reporting, list development, and CRM administration.
- Coordinate and execute conferences, sponsorships, webinars, email campaigns, and other marketing initiatives.
- Maintain and update the company website, social media channels, and digital marketing assets.
- Create and edit marketing materials, presentations, social media graphics, videos, and other branded content.
- Provide writing, editing, proofreading, and newsletter support for marketing and business development communications.
- Conduct prospect, market, conference, and sponsorship research to support business development activities.
- Manage contact lists, mail merges, database cleanup, reporting, and other marketing administrative functions.
- Provide responsive support to business development, consulting, and client success teams.

Core Competencies

- Marketing technology administration
- Event coordination
- Lead tracking & CRM management
- Graphic design & content creation
- Website & social media management
- Writing & proofreading

- Research & reporting
- Organization & attention to detail
- Customer service & team collaboration

Qualifications

- Bachelor's degree in Marketing, Communications, Business, Graphic Design, or a related field.
- 3+ years of experience in marketing, business development support, or related roles.
- Experience with CRM and marketing platforms, preferably HubSpot.
- Experience with website content management, social media, email marketing, and event coordination.
- Proficiency in Microsoft Office and graphic design tools such as Canva or Adobe Creative Suite.
- Strong organizational, communication, proofreading, and project coordination skills.
- Ability to manage multiple priorities in a fast-paced environment.

Base salary range: $55,000-$70,000/year

The person in this position will report to the SVP, Marketing & Communications.

This is a hybrid role performed in the Minneapolis, MN area.

MDA Leadership offers numerous competitive benefits including health and dental insurance, short- and long-term disability insurance, vision, life, and AD&D insurance, paid vacation and holidays, 401(k) match, and more.

MDA Leadership employees are committed to living the organization's values through their work. These values are:
Adapt and Evolve
Build Lifelong Clients
Collaborate and Challenge
Commit to DE&I
Deliver with Excellence
Engage Together

To apply, email your resume to avonrudendoll@mdaleadership.com.