

Title: Communications Specialist  
Business Unit: Marketing & Business Development  
Reports To: Director, Marketing

Position Summary: The Communication Specialist has the following areas of responsibility: (1) Develop written content for all marketing materials whether print or digital. (2) Generate and cultivate leads for potential customers.

Essential Duties and Responsibilities: The duties and responsibilities for this role include but are not limited to the following:

- (1) Develop content for, but not limited to, company presentations, marketing collateral, company blogs, weekly corporate newsletters, company website and company white papers
- (2) Serve as a marketing content expert. Plans, implements and evaluates marketing and outreach efforts to achieve organizational goals
- (3) Monitor and ensure that all content has a unified brand identity and meets production quality standards
- (4) Create and nurture leads by managing and executing the processes of CRM integration, sales support and email automation campaigns
- (5) Remain knowledgeable and up-to-date on changes and developments in the field of corporate travel management
- (6) Provide content for and manage social media accounts
- (7) Follow World Travel, Inc. procedures, guidelines, and standards in areas of customer service, management information systems, productivity, attendance, and accuracy of work
- (8) Work closely and collaborate with all internal departments, including but not limited to, Sales, Business Development, Legal Account Management, Operations, Consulting, etc.
- (9) Act as a team player and perform other duties as assigned

Areas of Accountability: The Communication Specialist is accountable for:

- (1) Achieving individual departmental goals (annual or otherwise)

- (2) Preparing all written material in a timely and accurate fashion; all work product should be complete and without significant error
- (3) Participating fully as a team member to assist as needed in completing all functions relating to the marketing and business development teams
- (4) Maintaining a favorable working relationship with all other company Team Members to foster and promote a cooperative and harmonious working climate which will be conducive to maximum employee morale, productivity and efficiency/effectiveness
- (5) Meeting and maintaining performance standards

Knowledge and Skill Requirements:

- (1) Ability to exercise good judgment, particularly in high-pressure situations
- (2) Strong written and oral communication skills are required
- (3) Ability to work as a contributing member of the Sales & Marketing team
- (4) Flexible communication and social style that is able to quickly “read a situation” and adapt to the needs of the individual prospect
- (5) Ability to recognize opportunities to advance a sale and act upon them effectively
- (6) Persistence and tenacity to pursue the desired end result
- (7) Demonstrated proficiency in Microsoft Outlook, Word, PowerPoint and Excel
- (8) Demonstrated ability to be well-organized, accurate, detail-oriented, professional and courteous

Education and Work Experience:

Bachelor’s degree required. Work experience should include 1-3 years’ experience in marketing or marketing support. Proficiency in MS Office is required. Experience with Customer Relations Management (CRM) system and design software is strongly preferred.

Physical Demands:

The physical demands described herein are representative of those that must be met by an associate to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Individuals are required to sit for extended periods of time, e.g., an 8-hour shift with appropriate break periods. Individuals will be required to work at a desk or other work space with a dual-monitor computer and telephone. Individuals are required to answer the telephone and type on the computer's keyboard. Headsets for the telephone are available. Individuals are required to reach above shoulder height, below the waist, and lift items as required to file documents or store materials in a drawer or overhead bin throughout the day. Proper lifting techniques are required.

Individuals are required to travel on a regular basis beyond their home office to prospective customer meeting locations as required.

To maneuver around the office, individuals are required to walk on a level surface, periodically and as necessary, throughout the day.

Work Environment:

This position is located onsite at World Travel, Inc.'s Exton, PA office. Service coverage hours are Monday through Friday from 9am EST to 5:30pm EST.

The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

World Travel, Inc.'s offices are traditional corporate offices.

For the most part, ambient room temperatures, lighting, and traditional office equipment are as found in a typical corporate office environment.

Supervisory  
Responsibility:

This position has no supervisory responsibilities.

Compensation: Base  
Salary

Individuals are paid a base annual salary commensurate with their background, experience, competitive market requirement and industry standards.

Compensation:  
Commission Program

The Communications Specialist is paid a commission for all new sales for a period of 12 months, effective within the first month following the implementation of each account