**POSITION TITLE**: MARKETING & COMMUNICATIONS MANAGER

**POSITION SUMMARY:** The Marketing & Communications Manager supports the Senior Director of Development and Community Relations with all marketing/communications, development, and community relations activities. The person in this position is responsible for managing all marketing efforts and will develop and implement a marketing strategy that is consistent with the organization’s mission. They will be responsible for producing written and visual communications, website maintenance, social media, email marketing, and event assistance.

**QUALIFICATIONS AND EXPERIENCE NEEDED:**

* Minimum two years of experience in Adobe Creative Suite required (InDesign, Photoshop, Illustrator, and Acrobat).
* Proficient in updating online content including WordPress and social media (Facebook, Twitter, Instagram, and LinkedIn).
* Proficient with email marketing tools such as MailChimp.
* Excellent written/verbal communication, proofreading, and editing skills. Eye for detail/consistency and ability to adhere to branding and style guidelines.
* Excellent prioritization, time management, and follow-through. Demonstrated experience in coordinating multiple projects simultaneously.
* Ability to work outside of normal business hours on occasion.
* Ability to use personal vehicle or public transit for business purposes on occasion.
* Ability to work in an office environment with frequent interruptions and distractions.
* Associate’s or Bachelor’s degree in related field and/or nonprofit experience preferred.

**POSITION REPORTS TO:** Senior Director of Development and Community Relations

**SALARY:** $50,000

**BENEFITS:** Medical, dental, FSA, 403(b), generous PTO, agency-subsidized ORCA card (up to $35.00 per month), and free parking.

**DATE LAST UPDATED:** March, 2020

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**SIGN-OFF SECTION**

I hereby state that I have reviewed this job description and competencies and accept them.

Signed Date

Supervisor Signature Date

**MARKETING & COMMUNICATIONS MANAGER**

**COMPETENCIES**

**Marketing & Communications**

* Managing all marketing for the company and activities within the marketing department.
* Developing the marketing strategy for the company in line with the organization’s mission and objectives.
* Overseeing the company’s marketing budget.
* Creation and publication of all marketing material in line with marketing plans.
* Manage and improve lead generation campaigns, measuring results.
* Overall responsibility for brand management and organization identity.
* Preparing online and print marketing campaigns.
* Monitor and report on effectiveness of marketing communications.
* Creating a wide range of different marketing materials.
* Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.
* Maintains and updates agency websites using WordPress.
* Proofreads and edits internal and external communications, helping to ensure accuracy, quality, and consistency across platforms.
* Coordinates production and mailing of appeal letters/emails, invitations, newsletters, holiday cards, and other donor communications.
* Maintains inventory of printed materials and reorders as necessary; ensures front office is stocked with the most up-to-date promotional and educational materials.
* Maintains organized digital and print archive of all agency marketing materials, and

accurate, up-to-date documentation of policies and procedures.

**Development & Community Relations Support**

* Supports the coordination of internal and external events, including: managing RSVP lists; ordering/purchasing supplies; assisting with venue/catering coordination; and helping with set-up/clean-up, decorating, and other day-of-event activities.
* Assists with helping represent Crisis Connections at charity fairs or workplace giving events as needed.
* May assist with other development and community relations activities as needed.

**Quantity and Quality of Work / Work Habits**

* Arrives at work on time and maintains regular attendance, working assigned shifts and other shifts when needed.
* Follows personnel policies and procedures.
* Written and verbal communication is clear, concise, accurate, and thorough.
* Demonstrates genuine relationships by cooperating with others, handling disagreements directly with the person(s) concerned in a truthful and open manner, and accepting con­structive feedback. Shows respect to co-workers, volunteers, and customers/clients.
* Makes appropriate use of supervisor.
* Promotes a healthy work environment by demonstrating collaborative decision-making and team-building behaviors; providing peer support, and motivating staff and volunteers to out­standing performance.
* Suggests solutions to identified problems.