

POSITION DESCRIPTION

Position: Marketing and Communications Manager
Program: Development and Communications Status: Non Exempt
Reports to: V.P., Chief Development Officer Date Revised: 10/2020

POSITION SUMMARY:

The Marketing and Communications Manager is responsible for ensuring consistent messaging across all communications channels. The person in this role will be the primary content developer for internal and external communications. They will create and manage an editorial calendar, as well as managing all aspects of VOA NCNN's digital and social media presence. In close coordination with the full marketing and development team, the Marketing and Communications Manager will play a critical role in developing materials, campaigns, promotions and events to achieve fundraising goals. All work must be performed in a cost effective and service-oriented manner as it relates to established organizational standards.

OBJECTIVES/ACTIVITIES:

A. General Marketing and Communications

1. Establishes and supports agency-wide initiatives related to the VOA NCNN's brand, building relationships, communicating service excellence and image in communities and fields where Volunteers of America NCNN is a player.
2. Develops content to effectively communicate the brand in alignment with the organization's mission, vision and values. Ensures consistency across channels and mediums (website, social media, email, newsletters and other collateral). Acts as agency guide for brand in internal and external communication.
3. Actively manages digital channels, with emphasis on the website and social media community management to help reach goals and objectives.
4. Coordinates media relations activities in alignment with funder and VOA NCNN's priorities.
5. Supports the operations team by developing materials such as impact reports, presentations and program-specific fact sheets.
6. Regularly captures client stories to be used for development and marketing collateral.

B. Digital Media Management

1. Manage all aspects of VOA NCNN's digital media presence (website, Facebook, Instagram, Twitter, LinkedIn, YouTube).
2. Drive strategy to increase reach, engagement and fundraising on social media platforms.
3. Lead content creation for social media, including written content, images, tweets, posts & videos.
4. Increase awareness for key VOA NCNN initiatives and events, such as Shelter from the Storm breakfasts and new program launches.
5. Develop engaging email and newsletter content to increase open and click rates.
6. Report out on digital analytics (web, email, social media, earned media)
7. Leverage key metrics across platforms to optimize content, messaging and distribution.

EDUCATION AND EXPERIENCE:

Bachelor's Degree in a related field is required. Individuals must have a strong background in nonprofit/social impact/public affairs communications and content development, with three to five years minimum public relations and marketing experience. Knowledge and experience navigating social or

human services environment and developing compelling digital content is required. The Marketing and Communications Manager will have excellent communication skills as well as the ability to manage multiple projects simultaneously.

Necessary skills include proficiency with computers and a strong eye for design, preferably using Adobe Creative Suite, Photo Shop, In Design, content management systems, social media platforms, and standard Microsoft software. Ideal candidate must have a strong desire to work for an organization dealing with issues unique to homelessness, substance abuse, young adults, seniors, and persons with disabilities. A valid California driver's license and ability to meet organizations insurance carrier guidelines required. Background check required.

SPECIFIC SKILLS REQUIRED:

Excellent oral and written communication skills
Working with a team
Public speaking
Computer skills
Organizational skills
Analytical and decision-making ability

PHYSICAL REQUIREMENTS:

Lift and move up to 30 pounds
Physically able to safely maneuver weight distribution for event set ups
Stand, walk, bend, stoop, and sit frequently
Climb stairs as needed
Kneel occasionally

NATURE OF SUPERVISION RECEIVED:

Daily activities are many times performed independently with accessible guidance and direction from the V.P., Chief Development Officer. This person must be able to function both independently and in a team environment, working towards attainment of operational goals. The Marketing and Communications Manager is expected to exercise their own discretion and independent judgment in the performance of all of the essential functions of the position.

SUPERVISION EXERCISED:

This position does not supervise, however, may be delegated training and lead responsibilities to assigned support as needs may require.

RESPONSIBILITIES FOR BUSINESS CONTACTS:

This position requires daily contact with outside contacts, board members, clients, and all levels of staff. The Marketing and Communications Manager is responsible for promoting company image and adhering to company practices and procedures, while establishing and maintaining good working relationships with all individuals with whom he/she interacts. Tact, discretion, and resourcefulness are required at all times.

FINANCIAL RESPONSIBILITY:

Substantial financial loss through loss of business contracts is possible. Responsible for actively participating in the development and adherence to the program budget.

NUMBER OF EMPLOYEES:

No employees report to this position at this time.

This Marketing and Communications Manager job description does not constitute a written or implied contract and may be changed as business needs arise.

Indicate anything that would keep you from meeting the job duties as outlined above.

Employee Signature _____ Date Signed _____