

POSITION DESCRIPTION

Position: Marketing Communications Manager
Program: Development and Communications
Reports to: V.P, Development/ Communications

Status: Exempt
Date Revised: 12/2018

POSITION SUMMARY:

Responsible for coordination of all activities related to marketing, promotion, publications, website, social media, and advertising; and as articulated in organization's marketing and communications plan in support of the advancement of the Mission, Vision, and Culture of Volunteers of America.

OBJECTIVES/ACTIVITIES:

A. Integrated Marketing Communications

1. Responsible for coordination and consistency of messages across channels and mediums. Including but not limited to traditional media, Web and social.
2. Creates, produces, and manages distribution of internal and external print and electronic marketing communications materials, newsletters, brochures, and similar collateral.
3. Manages organization's Web site and social media accounts, ensuring relevance, timeliness and support of organizational goals and objectives.
4. Coordinate interviews, filming and photographs on behalf of Volunteers of America
5. Regularly captures clients stories to be used for development and marketing collateral

B. Strategic Communications

1. Develops and implements a short and long-term integrated communications plan in conjunction with input from the Vice President of Development and Communications.
2. Manages the marketing and branding of community awareness and fundraising events.
3. Acts as agency guide for brand in internal and external communication. Ensures brand integrity is upheld through all forms of external communication.
4. Establishes and supports agency-wide initiatives related to building relationships, communicating service excellence and image in communities and fields where Volunteers of America of NCNN is a player.

EQUIVALENT EDUCATION AND EXPERIENCE:

Individuals must have a strong background in communications and graphic design with three to five years minimum public relations and marketing experience. Bachelor's Degree in a related field is required. Knowledge and experience in writing, photography, advertising, and web-site development required. The Marketing Communications Manager will have excellent communications skills as well as the ability to manage multiple projects simultaneously.

Necessary office skills include proficiency with computers, especially 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. Must have a valid California Driver License and clean driving record.

SPECIFIC SKILLS REQUIRED:

Working with a team
Public Speaking
Excellent oral and written communication skills
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
Kneel occasionally

NATURE OF SUPERVISION RECEIVED:

Daily activities are many times performed independently with accessible guidance and direction from the V.P. of Development. This person must be able to function both independently and in a team environment working towards attainment of operational goals. The Marketing Communications Manager is expected to exercise his/her 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 Communications Marketing 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 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 _____