



JOB DESCRIPTION

Job Title	Marketing & Communications Manager
Department	Marketing and Communications
Reports To	Vice President of Marketing & Communications

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees may be required to follow other job-related instructions and to perform other job-related duties as requested, subject to all applicable state and federal laws. Certain job functions described herein may be subject to possible modification in accordance with applicable state and federal laws.

Summary

The Marketing and Communications Manager is responsible for supporting the development and execution of marketing and communications plans to realize RMHCCNI's mission and business plan goals. The manager is directly responsible for generating content that advances the brand while managing various digital and traditional marketing channels including web, social media, newsletters, e-communications, and other related activities. This position partners with operations, development, and special events to advise and assist in the execution of events marketing plans. In addition, the manager maintains an ongoing assessment of communications and marketing needs in keeping with brand, budget and priorities. This position works closely with a senior peer group within the organization as the communications partner on a variety of strategic initiatives.

Essential Job Functions

Overall

- In collaboration with the VP of MARCOMM and other team members develop, implement, and evaluate RMHC-CNI's annual communications and marketing plans.
- Work closely with marketing and development department team members, to ensure that both revenue and expense goals are met.
- Maintain brand standards and advises team members of proper use and direction of logos and templates.
- Keep current with current marketing communications trends and proactively advise on best course of action.

Communications – Social Media

- Manage social media marketing campaigns and day-to-day activities including developing and posting relevant content to gain desired results. Analyze relevant data ongoing recent social media activity, providing insights and recommendations as needed. Implement best practices for social listening, uploading, tagging, reporting, and optimization of channels.
- Work with the VP of Marketing and Communications on fostering media relations (i.e. press releases, story pitches, talking point preparation, maintain list of media partners, etc.). Work with media monitoring service to post releases and monitor earned media.
- Acting editor of newsletter. Write, edit, and proofread newsletters and other support materials.
- Assist with additional communication projects as needed and as capacity allows.



Marketing

- Develop and execute ongoing web strategy and tactics to achieve desired results.
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, event materials, and e-communications. .
- Manage and evaluate direct mail campaign marketing programs and vendors associated.
- Grow engagement, reach, referral traffic and conversions through proactive organic and paid campaigns and management.

Ancillary Job Functions

- Direct and enforce brand standards set both locally and at the global RMHC level.
- Assist with select committees, providing positive committee engagement through recruitment and comprehensive support aimed at achieving the Charity's strategic goals.

Education and Experience – An equivalent combination of education, training and experience will be considered.

- Bachelor's degree with 5-7 years of marketing and communications experience required.
- Progressive experience working in an advertising agency, public relations firm, or corporate communications/marketing background beneficial. Nonprofit experience a plus.
- Demonstrated experience in project and content management.

Knowledge, Skills and Abilities which may be representative, but not all-inclusive of those commonly associated with this position.

- Strong writing, editing, proofreading, layout and design, professional printing/publishing skills are essential, including ability to present concepts verbally. A passion for storytelling through multiple media types, both visual and written.
- Must possess excellent organizational and planning skills. Ability to work within tight deadlines, adjust to changes in priorities, and balance short-term needs with long-term term strategic initiatives.
- Strong knowledge and understanding of current trends in digital media including web, social media and marketing automation.
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communication discussions at both the strategic and tactical levels.
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters.
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives.



- Working knowledge with the Microsoft Office suite of applications, InDesign or Publisher, Adobe Suite, web content management systems, and Blackbaud/CRM/Raiser's Edge software.

Work Environment – Environmental or atmospheric conditions commonly associated with the performance of the functions of this job.

- While performing the duties of this job, must be available to work irregular hours and occasional weekends.
- The noise level in the work environment is usually moderate.
- Ability to travel throughout Chicagoland area is required.
- Regular and predictable attendance is required.

Physical Abilities that are commonly associated with the performance of the functions of this job. The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Light sedentary office work. Frequently required to sit
- Ability to travel to other program sites or events as needed
- While performing the duties of this job, the employee is regularly required to stand; walk; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; stoop, kneel; talk or hear.
- Must be physically capable of carrying 35 lbs.