



Job Description

Position Title:	Marketing and Communications Manager
Type of Employment:	<input checked="" type="checkbox"/> Full Time (40 Hours Average/Week) <input type="checkbox"/> Part Time (Average ___ Hours/Week) <input type="checkbox"/> Seasonal/Temporary
Anticipated Days:	M-F plus additional times as needed
Reports To:	Executive Director
Anticipated Pay Range:	\$55,000 - \$65,000

Overview: The Marketing and Communications Manager has primary responsibility for creating, producing, and managing content to support EquiCenter's marketing and development strategy.

Qualifications:

- Bachelor's Degree in Marketing, Communications, Journalism, or a related field.
- 3+ years of experience in marketing and/or communications roles, including campaign management and content creation.
- Proven track record of managing and executing successful marketing campaigns.
- Ability to craft compelling messages and manage corporate communications, including press releases.
- Strong ability to plan, execute, and manage multiple projects, timelines, and budgets simultaneously.
- Capacity to research market trends, analyze campaign performance metrics, and translate business goals into effective strategies.
- Experience with social media strategy, content creation, email marketing, and digital advertising.
- Ability to create, oversee, and maintain content across digital and print channels.

- Knowledge and experience managing media relations and external communications.
- Ability to work effectively with staff, volunteers, and external service providers.
- Displays a drive to continuously improve all aspects of performance.

Job Duties:

- Develop and produce all marketing materials, including flyers, print collateral, and digital assets, ensuring strict adherence to brand standards and creative guidelines.
- Create and execute fundraising content, including developing and designing print and digital appeals, donor newsletters, and stewardship communications.
- Manage the creation and distribution of general donor communications (e.g., annual appeal, and annual report).
- With input from colleagues, develop and execute marketing strategies for programming.
- Reviewing research studies and translate findings into speaking remarks, grant applications, and fundraising materials.
- Manage EquiCenter's comprehensive digital presence, including the strategy and execution for social media channels.
- Maintain and update website content, implementing SEO best practices and ensuring all public-facing communications meet accessibility standards.
- Design and execute a strategy to secure event and corporate sponsorships.
- Oversee email marketing, managing the Mailchimp platform, segmenting email lists, and coordinating with colleagues for accurate list pulls from Salesforce.
- Lead the tactical execution of marketing campaigns, translating strategic objectives from the Executive Director into detailed campaign plans, timelines, and specific deliverables.
- Coordinate campaign elements across multiple channels (email, social, web, print) to ensure brand consistency and timely deployment. Conduct basic research on general individual donor prospects to support annual fund campaigns.

Other Responsibilities

- **Apply Volunteer Resources.** Coordinate with supervisor, colleagues, and Volunteer management team to train, assign, and supervise volunteers on needs as appropriate.
- **Support Team Members and Colleagues.** Assist supervisor and colleagues with related projects as requested.