

POSITION DESCRIPTION

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| TITLE: | Communications and Marketing Manager |
| REPORTS TO: | Chief Development Officer |
| SUPERVISES: | Interns, volunteers and vendors |
| PURPOSE: | Facilitates and executes team developed strategies into specific tactics resulting in (a) financial and volunteer support for YWCA SEW's mission and vision, (b) measurable amplification of YWCA SEW's antiracism and gender equity advocacy/thought leadership and (c) program services engagement. The position collaborates with others in the organization to achieve the highest standards for external communications. |

ESSENTIAL RESPONSIBILITIES:

Advancement (Communications & Development)

- Promote a positive, mission-focused public image through management of visual and written storytelling (electronic, online, print, earned and paid media).
 - Coordinate people & their tasks with grace, clarity and efficiency
- Collaborate with team members to assure all communications (verbal and visual) achieve brand consistency.
- Meet goals, establish metrics, analyze results, anticipate need to modify approach and do so with agility.
- Manage social media (directly and with vendor as appropriate).
- Supervise projects assigned to Mission Support Associate, interns and vendors.
- Manage B2B, B2C and Peer-to-Peer advertising/fundraising campaigns.
- Create/update collateral for all agency purposes (online, video, print, live broadcast)
 - E-newsletter, email correspondence
 - Publications: Impact Report, Annual Report, program flyers & website promotions, fundraising appears, press releases, etc.
 - Website: ease of engagement/functionality, content freshness, design upgrades, seamless interaction with other online tools.
- Design and implement marketing/communications campaigns for multiple business needs:
 - Fundraising
 - Earned and paid media
 - Program enrollment
 - Events – in person and virtual
- Plan and execute agency's annual overall communication and marketing activities
 - Develop plan(s) for approval by CDO & CEO (engage other team members in development as appropriate)

- Prioritize and track media outreach and relationships, strategizing to secure earned media placement
- Engage colleagues in communications & marketing activities and initiatives, managing communications & marketing calendar proactively.

Other duties as assigned.

e.g., Facilitates intra-team and external communications as needed.

REQUIREMENTS:

- Bachelor's degree in communications, marketing, public relations or related field or relevant experience.
- Minimum three (3) years' experience in fund development, communications, marketing or community relations.
- Excellent written communication skills including attention to detail
- Ability to manage ambiguity
- Demonstrated success in writing to engage an audience.
- Strong cultural competency and interpersonal relationships skills, including ability to take initiative and participate as an effective team member.
- Basic graphic design skills, graphic designer experience a plus
- Adaptable messaging approach to different audiences.
- Clear connections between stories and calls to action
- Understand brand concepts, including design & editorial tone
- Ability to prioritize and execute multiple projects simultaneously
- General knowledge of standard fundraising techniques, particularly special events
- Excellent technical skills and knowledge of communication tools and trends, including but not limited to Microsoft Office, Adobe Creative Suite, website content management (including HTML image and video editing), Constant Contact or similar EMS, social media platforms, web-based applications (Blackbaud product knowledge a plus) and AV equipment; Web site platform (currently WordPress); Google analytics; Social media: FB, LI, Twitter, Instagram.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job:

- Noise level varies from low to high depending on the site/office or event venue
- Occasionally required to work after hours at development events
- Travel to appointments, meetings in metro-Milwaukee, SE WI region
- Duties may be accomplished with a combination of on-site and remote work
- NOTE: *COVID-19 safe work environment accommodations are provided*

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job:

- Frequently required to walk
- Frequently required to sit for long periods of time in front of computer screen
- Frequently required to talk or hear

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

COMPENSATION PACKAGE: Full-time position offering comprehensive health plan, paid holidays and generous PTO.

HOW TO APPLY: Send cover letter, resume and salary expectations to: CV@ywcasew.org