



CENTRUM
Job Description

JOB TITLE: Manager of Marketing/Communications
JOB STATUS: Half-Time Non-exempt Position without Healthcare Benefits
REPORTS TO: Executive Director

Overview

The Manager of Marketing/Communications provides leadership in all aspects of marketing and communication, helping to assure achievement of earned income goals through planning and implementing a comprehensive program that enhances public communications. The position includes creating marketing, public relations, and sponsorship plans; identifying sources of additional earned revenue; and assuring implementation of the plans. Working with the Executive Director, the Manager contributes to the development, improvement and implementation of organizational strategies, operational systems, processes, and practices in support of the organization's mission. This position also interacts with the Board of Directors.

Essential Functions

General

- Working with Executive Director, create and maintain a budget and annual strategic plan for Marketing and Communications.
- Interface with Executive Director through regular meetings.

Marketing

- Develop the strategic marketing plan, creating goals and strategies for the following areas: advertising, marketing collateral, promotions, public relations, product sales, Internet, and events.
- Conduct ongoing competitive analysis and adjust marketing plan accordingly in response to challenges and new opportunities. Conduct marketing research.
- Develop brand identity strategies to maximize the effectiveness of marketing activities.
- Assist in the creation of catalogs, brochures, and collateral materials.
- Act as primary interface between Centrum and its contracted web designers and social media providers.
- Oversee the design and placement of print and electronic media advertising.
- Work collaboratively with the Development Department to assure consistent messaging and promotion of Centrum's mission and programs.
- Attend Centrum activities and engage in networking, socializing and general promotion of the events and Centrum's mission.

Communications

- Create and implement annual and long-term communications plans that align with Centrum's goals and mission. This also includes testing the effectiveness of communications activities.

- Implement communications vehicles that create momentum and awareness. This includes developing story concepts, writing press releases and appropriate distribution to media and within community.
- Plan with and report to the Executive Director so that a unified message is sent to Centrum stakeholders.
- Work in partnership with appropriate community, board, and staff members to develop and implement programs to promote Centrum.
- Participate in professional organizations and activities related to Centrum. Represent Centrum at community meetings and events as assigned.
- Direct the activities of independent vendors such as photographers, writers, and printers with careful attention to detail, appropriateness and editing of all materials.
- Develop calendars for contracting photographers and handling media relations for local, regional, and national press.
- Work closely with program managers to assure appropriate, accurate and timely communication and advertising for upcoming events.

Other Duties

- Some weekends and evening hours required.
- Overall support of program events at Centrum.
- Other duties as assigned and developed in collaboration with the Executive Director.

Qualifications

- Bachelor's degree and minimum of four years related experience, preferably within the arts, including a leadership role in a Marketing and Communications Department.
- Two years supervisory experience.
- Experience with Adobe Suite, Word Press, and other design software is desirable.
- Proven knowledge of social media and familiarity with website development.
- Must be willing and able to work weekends and evenings when needed.

Core Competencies

- Team player.
- Fluency with Microsoft Office, including developing and maintaining budgets with Excel.
- Good sense of sales, marketing and advertising and ability to persuasively present the Organization's mission.
- High level of interpersonal skills to handle sensitive and confidential situations. Position continually requires poise, tact and diplomacy.
- Excellence in attention to detail in composing, typing and proofing materials, establishing priorities, managing multiple tasks and meeting deadlines.
- Excellent planning, organizational and analytical skills.
- Excellent verbal and written communication skills, including the ability to make presentations.
- Self-starter.

Physical Requirements

- This position requires the ability to use a keyboard, complete written documents, sit for extended periods of time and operate general office equipment including a mail machine and copier.
- Ability to circulate physically at events.
- Ability to have a physical presence in the community.
- Ability to lift 25 pounds.