

Marketing Communications Manager

Major Responsibilities:

- Research, develop, execute and evaluate multifaceted, strategic marketing communications and public relations plans for multiple programs in consultation with program directors/managers and other communications department staff as needed. Projects may include media outreach, development of collateral materials, e-marketing, videos, web site, social media, interactive digital media, signage, giveaways, etc.
- Participate in training related to new software, online platforms or technologies needed to execute plan tactics.
- Responsible for content messaging, creation, curation and promotion (via editorial calendars) to internal and external audiences across multiple channels, such as social media, JEVS web site, online blogs, newsletters, employee email/intranet, and other digital or print resources. Engage/facilitate two-way communication with these audiences. Conduct client interviews and photos, and uphold client confidentiality when necessary.
- Manage traditional and online advertising, negotiate rates/contracts, coordinate scheduling, production, approval and submission of newspaper/magazine ads, web ads, TV/radio commercials, outdoor/transit displays, etc.
- Work with external vendors, such as PR or marketing agencies, video/audio/animation production, web site production, signage fabrication, etc.
- Support event planning activities for various programs, including media outreach/press relations, promotion of event, development of print materials and speaking points/speeches for key participants at event, and other event logistics as needed.
- Use technology and analytics resources to track progress and report on online activities and performance (example: lead generation), such as web site, social media, Google AdWords, online campaigns, search keywords, ad serving, etc. Devise tactics for improving performance.
- In consultation with Graphic Designer, maintain JEVS corporate identity, messaging and branding—as outlined in the Style Guide—in writing, voice and tone, logo and photography use, typography, color scheme, templates, etc.
- Assist in the development, writing, editing, maintenance, and distribution of agency-wide e-blasts and publications such as annual report, *Guide to Services*, agency collateral materials, e-newsletters, event-related publications, and agency web site.

- Assist in planning and execution of agency-wide events including *Strictly Business*, annual meetings and other agency events as needed.
- Participate in department-wide and agency-wide communications, such as social media, planning projects as requested.
- Accountable for budget planning and assist in tracking expenses of department budget, and ad placement and printing/artwork budgets for programs.
- Facilitate nominations of JEVS staff, consumers and programs for awards and recognition by external sources.
- Maintain JEVS and program listings/contact info in print and online directories or referral resources.
- Occasional local travel to program sites, off-site events and workshops.
- Other duties as assigned.

Requirements:

- Must be creative, detail-oriented team player with ability to juggle multiple projects at one time. Excellent writing, editing and project management skills a must.
- Must possess customer-service orientation and apply high customer service standards in all aspects of work, including working with internal and external customers.
- Must have capacity to work as a self-starter.
- Must enjoy working with the public and build relationships with print and electronic media and their account representatives.
- 5 years of related experience and Bachelor's degree in Communications, Public Relations, or Marketing preferred.
- Proficient technology skills including website editing (WordPress), Microsoft Office, social media platforms. Experience with digital photography, image editing, customer data bases (Sales Force) and email marketing (Emma, Constant Contact) is a plus.

Updated 3/8/19