



POSITION DESCRIPTION

TITLE: Marketing & Communications Manager

CLASSIFICATION: Regular Full-time / Exempt

REPORTS TO: Senior Director, Client Marketing and Strategic Communication

EFFECTIVE DATE: January 2019

POSITION SUMMARY: (Short summary of the essential purpose of the job)

The Marketing & Communications Manager will support the development and implementation of a national marketing and communications tactical strategy for [Nonprofit HR](#). This is a fast-paced, highly tactical position, which supports all revenue generation and mission-driven functions of the firm. This position reports to the Senior Director of Client Marketing and Strategic Communication. This position also collaborates with practice area leaders to implement marketing tactics that will deliver Nonprofit HR's innovative products and services to grow sales, market share, and profitability.

ESSENTIAL DUTIES AND RESPONSIBILITIES: (Duties that occupy a major portion of time and importance in the job.)

Marketing/Communications

- Provides tactical support and management of marketing and communications functions for the firm
- Regularly reports on marketing program performance (including digital marketing)
- Collaborates with the Senior Director of Client Marketing to ensure the firm meets or exceeds its market objectives based on solid tactical management
- Supports the execution of tactics in support of existing and emerging services, products and programs
- Assists with the creation of and manages email calendar, message creation, reporting and analysis
- Assists with the creation of editorial calendar, design

- Supports the development of marketing and communications materials including web, social/digital strategy
- Maintains content and tactical schedule on all relevant social media platforms, including but not limited to Facebook, Twitter, LinkedIn, YouTube, and job-sharing/career development sites
- Supports all search engine optimization/marketing (SEO/SEM) programs reporting and analysis
- Supports and maintains a consistent corporate image throughout all service/product lines, promotional materials, and events

QUALIFICATIONS, KNOWLEDGE AND SKILL REQUIRED (Minimum education and experience needed to perform the job adequately.)

- A bachelor's degree in Marketing, Communication or Journalism, and a minimum of five years of highly relevant marketing or communications, preferably with management consulting firm and/or nonprofit organization
 - Demonstrated knowledge of the principles and practices of marketing, communications
 - Demonstrated experience executing and improving on social/digital media strategy
 - Demonstrated knowledge of commonly accepted business principles and practices
 - Outstanding organizational skills including the ability to meet competing deadlines and efficiently manage multiple assignments simultaneously
 - Excellent client service orientation to include a demonstrated understanding of or interest in the social and social enterprise sectors
 - Highly effective interpersonal and communication skills including ability to communicate masterfully both orally and in writing with diverse audiences
 - Demonstrated project management experience to include ability to effectively manage projects within established budgets
 - Demonstrated ability to be entrepreneurial, innovative and creative; proven ability to be proactive and not reactive
 - Must demonstrate a good balance of risk taking and judgment, confidence and assertiveness, open-mindedness and flexibility
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The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Nonprofit HR reserves the right to modify, add, or remove duties and to assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.