

## **Position Description**

**Job Title:**               **Marketing Communications Manager**

**Reports To:**           **President**

### **Job Summary**

This is a critical leadership role at WorkMatters! This position manages the marketing and communication that drives or supports most of our marketplace ministry work. The ideal candidate will be professional and highly organized, have excellent oral and written communication skills, be highly skilled technically with Microsoft Office and other applicable software and web tools, have experience in managing and leading events, be skilled in social media use and tools, be detail oriented with the ability to handle multiple projects simultaneously, and have strong marketing support experience. Graphic design skills are a preferred but not required.

This position will own or support marketing and communication functions to include: event planning and execution, ministry communication, website management, social media strategy and execution, video channel management, e-newsletter management, PowerPoint communication, direct mailings, development support, and assistance with administrative needs.

### **Responsibilities**

- Own and manage WorkMatters website. Work with Staff to determine site content. Focus on timely updates and cutting edge content, pictures and video. Must become proficient in using website content management tool. Graphic design experience a plus. Minimal use of HTML code.
- Manage quarterly e-Newsletter content definition and creation, production and distribution.
- Ensure WorkMatters social media objectives are met. Manage all media outlets such as Facebook, Twitter, LinkedIn, video channels, and WorkMatters blog.
- Working with Ministry Directors and Development Director, assist in all aspects of planning, marketing, executing, data entry and follow-up of all WorkMatters events, including Eight-to-Five, ENGAGE, Kairos, Leadercast, and development events. This includes developing e-invitations, managing registration, creating event programs and PowerPoint presentations.
- Support Ministry Directors and Development Director with marketing and communication needs.
- Maintain and update databases for all communications including pre/post-event, e-newsletters, fundraising communications and blog subscriptions. Must become proficient in using Constant Contact and other communication tools. Look for opportunities to improve WorkMatters data and communication processes.
- Organize and manage WorkMatters back office, including on-line files, marketing databases, paper files, PC backup system and process, and office supplies.
- Assist Development Director in fundraising marketing communications and assist in support where possible.

## **Qualifications, Skills and Knowledge Requirements**

- Must be highly skilled and experienced in a variety of Microsoft software applications including Word, Excel, PowerPoint, and Publisher. Highly skilled with social media tools. Experience with Photoshop Elements is highly desirable. Experience with HTML and MS Access is preferred.
- Must have previous marketing and event planning/execution experience.
- Experienced and skilled in writing and editing.
- Requires attention to detail in composing and proofing materials, establishing priorities and meeting deadlines.
- Candidate must be of strong character, trustworthy and exhibit high confidentiality.
- Must be comfortable working in a fast paced environment with high degree of accuracy.
- Must be able to attend early morning or evening events, as needed.

## **General Information**

- WorkMatters is a non-profit, non-denominational 501c3 ministry focused on bridging the gap between Christian faith and work. Candidate must be passionate about helping us fulfill our mission through pursuing excellence in their role.
- This position is a full time, salaried position.
- This document is intended to describe the general nature and level of work to be performed. It is not intended to be an exhaustive list of all duties, responsibilities, and skills required.

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