

JOB DESCRIPTION
MARKETING MANAGER
NATIONAL COUNCIL OF JEWISH WOMEN ST. LOUIS SECTION

- I. **Job Title:** Marketing Manager
- II. **Reports To:** Director of Development and Marketing
- III. **General Objective:** To direct, coordinate and implement the marketing and public relations efforts of the section.
- IV. **Position Description:** The Marketing Manager is responsible for the creation and editing of all internal and external communications for the Section. Coordination of all digital media, website and print communications to match national branding is critical along with the development of the Annual Report. Will play a critical role in developing and executing the strategy to support fundraising and engage volunteers in order to achieve revenue and program goals.
- V. **Responsibilities**
- A. Marketing Strategy**
1. Work in coordination with the Director of Development and Marketing to create a marketing and communications plan for the section.
 2. Support development of and management of marketing and development budget.
 3. Provide direct support to the Director to implement the plan.
 4. Work with Director of Advocacy and Director of Community Service to develop and implement individual marketing plans for all programs and events.
 5. Design and create fundraising materials that include, but are not limited to the annual appeal, major gifts, special event invitations and supporting documents and planned giving materials.
 6. Integrate national NCJW brand into all St. Louis Section marketing efforts.
- B. Internal Communications**
1. Oversee and coordinate the creation and distribution of internal communications including, but not limited to, bulletin, newsletters, special event mailings and external press releases and advertising.
 2. Assure that letterhead is updated annually and reflects current awards/notifications.
 3. The following publications are produced on a regular basis:
 - Bulletin-quarterly
 - President's Enewsletter-monthly
 - Annual Report
 - Media kit-ongoing
 - Special Event flyers-usually 2-3 per month
- C. External Communications**
1. Develop and maintain media relationships.
 2. Create and distribute press releases as necessary for all programs and projects.
 3. Maintain update press listing for all media.
 4. Post all events on community calendar in a timely manner.
 5. Develop and execute external communications plan in alignment with and support of annual Development calendar and Resale Shop marketing calendar.
- D. Digital Media/Website**
1. Implement digital media plan.

2. Post all digital content in a timely fashion aligned and measured to specific calls to action.
3. Update website and support SEO, monitor Google Analytics.
4. Manage YouTube channel and leverage in campaigns as appropriate with Facebook, Twitter, Instagram and other digital media.
5. Develop and coordinate email campaigns to increase impact.
6. Work with outside vendors for video production as needed.

E. Publications and Brochures

1. Assure that all publications and brochures maintain brand and messaging.
2. Create new brochures/flyers as needed for special events.
3. Coordinate use of outside vendors for printing and graphic design.

F. Administration

1. Provide staff support to the Director of Development and Marketing.
2. Attend committee meetings for all special events to assure marketing plan for each one is implemented.
3. Work directly with the awards committee chair to support the committee.
4. Perform any additional duties as assigned.

VI. Qualifications

- At least three years' experience in marketing and graphic design (especially for non-profits).
- Excellent organizational skills, including flexibility to handle multiple tasks.
- Capacity to establish good working relationships with staff and volunteers.
- Computer and digital media proficiency: Microsoft Office, Publisher, InDesign, Adobe, Front Page, Google Analytics, Google AdWords, Instagram, Facebook, Pinterest, Twitter and digital marketing software (e.g. Buffer, Hootsuite, Sprout Social).
- Digital media experience required with specific experience in Twitter, Instagram, and Facebook.
- Strong writing and communication skills.
- Degree in Marketing or related field preferred.

This is a full-time position. Benefits include health insurance, life insurance, sick-leave and vacation. Some evening and weekend work is required.

NCJW-St. Louis is an equal opportunity employer.