

Department	Development
Job Title	Manager of Marketing & Communications
Reports to	Director of Development

Travel Required ✓ Local	Type of position: ✓ Full-time, Exempt	Hours: ✓ 40
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GENERAL POSITION DESCRIPTION

As a member of the Development team, the Manager of Marketing & Communications manages CLD’s marketing and communications efforts. This role establishes and maintains the CLD brand and leads efforts to build awareness, in collaboration with the Director of Development including guidance for deciding project priority. It is essential the Manager of Marketing & Communications have excellent communication and interpersonal skills, be a dedicated team player, and have a strong commitment to the mission of CLD.

ROLES & RESPONSIBILITIES

- Creates and implements a marketing and communications plan to accomplish organizational goals.
- Establishes CLD branding standards, provides periodic training on their use, and ensures those standards are consistently used across the organization.
- Coordinates all public relations and awareness opportunities and serves as the organization’s media contact.
- Creates all new organizational collateral, including flyers, brochures, artwork, and videos.
- Creates all fundraising event and development collateral and graphics, including flyers, brochures, packets, newsletters, annual report, and artwork.
- Manages benefits for all Sponsors and Corporate Partners receiving marketing and impact reports based on giving levels no later than thirty days after the event and annually.
- Creates and manages lobby screen displays.
- Creates social media posts on behalf of the organization to include strategies in making statements and leading engagement efforts (Facebook, Twitter, Instagram, LinkedIn, and You Tube).
- Uses data to measure engagement following organizational social media posts.
- Oversees management of the CLD website, to include making architectural changes, standardizing pages and registration form updates.
- Trains Recruitment and Outreach Coordinator on how to use and update the website.
- Holds ownership of the CLD Mailchimp account, completes periodic audits, and provides support to staff responsible for using Mailchimp. Serves as backup trainer to the Recruitment and Outreach Coordinator.
- Serves as backup for VoiceShot including training staff, developing scripts, scheduling, and securing P.O. approval.
- Manages promotional materials including ordering and inventory on Monday.com. Assigns annual inventory of promotional materials to Recruitment and Outreach Coordinator.
- Reviews all dashboards and data visualizations to ensure brand standardization.

- Creates SOP for marketing and communications and supports the development of SOPs for the development department. Follows Standard Operating Procedures and duties as assigned in Monday.com.
- Develops and maintains a Style Guide that includes standards for the writing and formatting of organizational documents. Trains staff on its use.
- Complies with mandatory attendance for organizational support during the following annual CLD events: Annual Minority Achiever’s Awards and Scholarship Gala, the Annual College Prep Conference and Indiana Black Expo and all graduations unless instructed otherwise.
- Plays an active role, as a member of the Development Team, in contributing to and ensuring the success of fundraising and special events.
- May perform specialized fundraising activities in direct support of the accomplishments of the advancement of CLD’s mission and program objectives.
- Adheres to professional personal presentation following CLD dress code policy.

WORK EXPERIENCE AND SKILLS REQUIREMENTS

- Preference will go to candidates with at least 5 years of marketing and communications experience.
- Prior success at executing projects in a timely manner and in achieving results on schedule.
- Working knowledge of marketing and communications best practices and tools.
- Knowledge of digital web platforms.
- Demonstrated experience in website management.
- Excellent attention to detail.
- Strong organizational and communication skills with excellent grammar.
- Ability to work collaboratively and courteously with colleagues from diverse backgrounds throughout CLD and the public.
- Working knowledge of database input and management.
- Functional skills with Windows 10, Microsoft Office, Mailchimp and Monday.com Project Management Software.

ATTRIBUTES

- Communicator. Excellent verbal and written communication skills.
- Self-starter. Takes the initiative to not only identify a problem but work to solve it.
- Team player. Works well independently, but recognizes value of working with teams.
- Flexible. Must be willing to learn quickly and respond to changing environment.
- Efficient. Able to multi-task, prioritize and manage multiple projects in a fast paced, customer-oriented environment while being detailed and highly organized.
- Passion. Must be excited about the CLD mission and the youth we serve.
- Impeccable character.

EDUCATION and/or CERTIFICATION REQUIREMENTS

Bachelor’s degree in Marketing, Communications, or a related field.

PHYSICAL REQUIREMENTS/DEMANDS

- Generally sedentary work, remaining in a stationary position for long periods of time. Programs and events do require physical exertion, including lifting of boxes and tubs up to 30 lbs., moving chairs

and tables, loading and unloading supplies, etc. Willingness to work early morning or late night shifts as well as Saturdays as scheduled.

- Must have reliable transportation.

WORK ENVIRONMENT

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, printers, scanners, laminators and photocopiers. This position has no supervisory responsibilities.