



JOB DESCRIPTION

Unlimited Possibilities (UP) is an Equal Employment Opportunity (EEO) employer: We prohibit unlawful discrimination on the basis of any characteristic protected by applicable local, state or federal law.

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| Title: Marketing Manager | |
| Dept: Marketing | Classification: Exempt, Full Time |
| Reports to: Vice President of Philanthropy & Marketing | Updated: 9/2022 |

POSITION SUMMARY

As an integral part of the Philanthropy team, the Marketing Manager will support the organization in advancing its mission. The Marketing Manager will contribute to the planning and implementation of a strategic marketing plan to expand awareness, engage the public, and attract new audiences.

DUTIES AND RESPONSIBILITIES

- Manage the development and implementation of the company’s ongoing brand strategy.
- Create new content and update the organizational website, as needed.
- Create and maintain a strong social media presence for organization via social media and various online resources and opportunities.
- Plan and execute annual organizational Communications Calendar.
- Lead all projects relating to social media, blogs, e-newsletters, reports to the community and other produced communication pieces.
- Gather patient stories and develop relevant content for internal and external use.
- Work with department leads to ensure their communication needs are met, including developing internal and external communications and presentations.
- Prepare organizational collateral materials, such as flyers, using Adobe Creative Suite, Canva, or other graphic design software.
- Support Public Relations vendor in preparing and distributing press releases, public service announcements, press kits, pitch letters and advertising.
- Manage outside consultants, Marketing Coordinator, volunteers, and interns.
- Other duties as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES

- Proficiency in Microsoft Office Suite and Internet, including ability to efficiently create and manipulate Excel data, as well as mail merging.
- Proficiency in graphic design software.
- Good writing, grammatical, punctuation, spelling and proofreading skills.

- Communication skills including strong interpersonal skills, and ability to speak, read and write effectively in the English language.
- Ability to work both collaboratively and independently.
- Ability to organize, prioritize and meet deadlines.
- Ability to multi-task, and deal with frequent interruptions.
- Ability to exercise independent judgment and reach logical, practical decisions.
- Ability to maintain confidentiality and exercise discretion.

Physical Demands and Work Environment:

- Ability to perform various tasks including stand; walk; sit; use hands; reach; climb stairs; balance; stoop, kneel, crawl or sit on the floor; talk or hear; taste or smell. The employee must occasionally lift and/or move up to 25 pounds.
- Hearing – Ability to communicate and exchange accurate information with the general public, including consumers and supervisors.
- Visual – Ability to identify and observe details in various ranges.
- Ability to work with moderate noise level in the work environment.

The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

REQUIREMENTS

- Bachelor's degree preferred, though relevant experience may be considered in lieu of a degree.
- A minimum of 3 years of marketing, PR or advertising experience required.
- This position requires local travel. Must provide proof of valid CA driver's license and automobile insurance upon hire & at expiration thereafter. Must have a reliable means of transportation.
- Must successfully pass job-related drug screen, background check, and be eligible for acceptance by our company commercial auto policy based upon DMV report with annual review thereafter.
- Provide proof of negative tuberculosis test result; maintain clearance annually.

I have read and understand the essential functions of the job.

Signature

Date