

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

- I. **Job Title:** Marketing Manager
- II. **Reports To:** Senior Marketing Manager
- III. **General Objective:** To manage, coordinate, and implement the marketing and public relations efforts of NCJWSTL.
- IV. **Position Overview:** The Marketing Manager is a team-player that enjoys storytelling to engage community support for the mission of NCJWSTL. Responsible for the creation and editing of all internal and external communications. Coordination of all digital media, website, and print communications to match national branding is paramount. 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 Senior Marketing Manager to create a marketing and communications plan for the Section and support its implementation.
 2. Support development of and management of marketing and development budgets.
 3. Work with Director of Advocacy and Director of Community Impact to develop and implement individual marketing plans for all programs and events.
 4. Design and create NCJWSTL collateral.
 5. 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 special event invitations and mailings, press releases, and advertising.
 2. Ensure that letterhead is updated annually and reflects current awards/listings.
 3. Produce the following publications as scheduled:
 - Bulletin- 2x year
 - President's Enewsletter-monthly
 - Eblasts - weekly
 - Annual Report
 - Media kit-ongoing
 - Special Event promotions – 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 and update press listing for all media.
 4. Post all events on community calendars in a timely manner.
 5. Develop and execute external communications plan in alignment with and in support of NCJWSTL and Resale Shop's calendars.

D. Digital Media/Website

1. In concert with the Senior Marketing Manager, create and implement digital media plan, ensuring cohesion between all digital (and print) channels.
2. Update website, support SEO, and monitor Google Analytics.
3. Manage and curate YouTube channel, including uploading/editing virtual event recordings.
4. Create, edit, schedule, and monitor social media campaigns for Facebook, Twitter, Instagram, LinkedIn and other digital media.
5. Develop and coordinate email campaigns that engage members and support the work of NCJWSTL and the Resale Shop.

E. Publications and Brochures

1. Ensure that all publications and brochures maintain brand and messaging.
2. Create new brochures/flyers as needed.
3. Coordinate use of outside vendors for printing and graphic design.
4. Work with outside vendors for video production as needed.

F. Administration

1. Maintain records of department's work, including archives and marketing requests.
2. Update email contacts via Constant Contact on a regular basis.
3. Attend committee meetings as needed to ensure a marketing plan for each program and project is implemented.
4. Perform any additional duties as assigned.

VI. Qualifications

- At least two years' experience in marketing and graphic design (especially for non-profits).
- Excellent organizational skills, including flexibility to manage multiple tasks.
- Capacity to establish good working relationships with staff and volunteers.
- Computer and digital media proficiency: Microsoft Office, Publisher, InDesign, Photoshop, Adobe Pro, Canva, Front Page, Google Analytics, Google AdWords, Instagram, Facebook, LinkedIn, Pinterest, Twitter, Hootsuite. Familiarity with project management software Monday.com is a plus!
- Digital media experience required with specific experience in Twitter, Instagram, LinkedIn, 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, and generous PTO. Some evening and weekend work is required.

Pay \$40,000+ commensurate with experience.

NCJW St. Louis is an equal opportunity employer.

To apply, please provide cover letter (including salary requirements), resume, and portfolio of work to ealper@ncjwstl.org.