



**Title:** Marketing and Communications Manager

**Department:** Development

**Reports to:** Vice President of Development

**Employment Status:** Full time, Exempt

**Department Description:** The Development Team is responsible for leading and managing all aspects of MAM's fundraising and communications strategies and initiatives. The team stewards and strengthens funding relationships in addition to developing new funding opportunities through effective discovery, cultivation, and stewardship. Members of the development team serve as key ambassadors for MAM promoting impact within the communities served.

**Job Summary:** The Marketing and Communications Manager serves as a member of the management team and is a highly creative, self-motivated, powerful storyteller with a passion for MAM's mission and an eye for design. This position works to effectively communicate MAM's impact and increase awareness through marketing, media relations, graphic design, social media, and website design and maintenance. In addition, the Marketing and Communications Manager will work closely with the VP of Development in developing and leading an integrated marketing and communications plan and strengthening MAM's relationships with internal and external stakeholders within the communities served. Qualified candidates must possess excellent written and verbal communication skills, be able to manage multiple projects simultaneously, and be detail-oriented.

**Responsibilities:**

Management

- Manage volunteers assisting on departmental objectives and projects
- Along with VP of Development, establish, manage, and recruit members for the Marketing and Communications committee
- Manage and work with consultants retained to assist in meeting departmental objectives and goals
- As the department grows, manage additional marketing team members

Communications Strategy

- Participate in creating and leading the implementation of marketing/communications strategies
- Prepares, maintains and follows annual communications calendar
- Ensure that MAM events and activities are promoted appropriately
- Track, report, and assess the effectiveness of marketing and communications strategies and tactics

Content Creation

- Create, write, and edit compelling content for both print and digital platforms including website, collateral materials, newsletters, email marketing, stakeholder communications, social media, special appeals, annual report, and event-related content
- Photograph, video, live stream, and/or otherwise document MAM functions, program participants, and constituents
- Design MAM collateral materials and serve as a clearinghouse for materials created by other departments

- Approve format and design of all print materials generated by other departments before being released
- Design and write content for MAM newsletter and other targeted communications, including event-related materials, Resale store, MAM programs, and services

#### Traditional and Digital Media

- Seeks media opportunities to promote MAM's programs and services as well as impact by establishing a presence in the community with key media sources
- Fields inquiries from media, pitch stories, serve as spokesperson
- Plan social media content and ensure digital interactions align with MAM's brand voice

#### Brand Management

- Create brand standards and ensure all promotional and marketing materials align with these standards
- Maintain MAM's social media, website, and online presence
- Serve as a brand ambassador, including as a point of contact for media

#### Qualifications:

- College degree from a college or university or an equivalent in-depth training directly related to marketing, communications, public relations, and/or advertising
- At least 3 years of related professional experience
- Demonstrated writing/editing skills
- Proficiency in Content Management Systems for websites (including WordPress) and social media
- Proficiency with email marketing platforms (Constant Contact, Mail Chimp, etc.)
- Skilled in Adobe Creative Suite (Photoshop, InDesign, Illustrator), Microsoft Office, and Mac OS
- Knowledge of marketing and communications principles
- A capacity to oversee multiple projects concurrently
- Excellent written, verbal, and interpersonal communication skills
- Ability to solve problems with creativity and efficiency
- Excellent planning and organizational skills
- Flexibility to occasionally work in the evenings and/or weekends in order to support or attend work-related meetings/events

#### Core Competencies:

- Works independently
- Results driven
- Detailed oriented
- Proficient computer skills
- Interact and maintain good working relationships with individuals of varying social and cultural backgrounds
- Communicate efficiently and effectively both verbally and in writing
- Carry out multiple tasks and meet deadlines
- Follow instructions furnished in verbal or written format
- Must be able to handle information in a confidential matter

#### Physical Demands:

- Regularly required to talk or hear
- Regularly is required to stand, walk, sit, use a keyboard, handle, or feel objects, tools, or controls; and reach with hands and arms

- Required to have the ability to lift and/or move up to 25 pounds
- Required to remain at their workstation for prolonged periods of time

The physical demands described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Working Conditions/Work Environment:**

- Primary work location is a climate-controlled indoor office environment
- Flexibility for travel related to job requirements
- Provide own reliable transportation with proof of valid driver's license and TX minimum requirements of auto insurance

Salary range \$56 K -\$61.500 Annual

Interested applicants can apply in our website at <https://mamhouston.wixsite.com/workatmam>

Employee

Signature \_\_\_\_\_ Date \_\_\_\_\_