

The Brunner Literacy Center Job Description

Job Title: Marketing Communications Manager

Date: 11/13/18

Reports to: Executive Director

Supervises: N/A

Classification: Non-exempt; part-time (20 hours/week)

Grade: 7

PURPOSE

(Describe primary accomplishments, products and services, who benefits from them and how.)

As the Marketing Communications Manager, this individual will address the internal and external communications needs of the organization, including marketing, public relations and some administrative record keeping/materials. The general objectives of this position are to raise awareness of the need for adult literacy; to attract clients, volunteers, and donors for the program; and to maintain accurate and updated files (archives) for use among the BLC staff. This is achieved through managing the BLC website to ensure content is updated and relevant, participating in marketing campaigns from conception through completion, working with the Marketing and Development Committee of the Board, writing for print and social media, e.g. annual report, quarterly newsletter, Facebook, blogs and brochures; and responding to the informational and communication needs of other staff members and committees.

Because of the diversity of these responsibilities, this individual must be a high-energy, accurate, diplomatic, proactive team player who has the ability to anticipate needs and act accordingly.

GENERAL DESCRIPTION

(How would you describe the job to someone who has never done it? List major job responsibilities with estimated time spent on each. The main function of the job may or may not be the one where most time is spent.)

The individual in this position will sometimes represent the BLC to internal and external publics. S/he must present a professional, confident, calm demeanor, and must treat all visitors, volunteers, students, tutors and staff politely and respectfully. Ability to maintain confidentiality is essential as well as flexibility.

SPECIAL CONDITIONS

(Bondability, altered work schedule, environmental conditions, travel, use of personal automobile, etc.)

The BLC will reimburse for use of personal automobile for work-related appointments.

ESSENTIAL DUTIES

(What do you have to be able to do to achieve desired results of the job? Include leadership and management responsibilities for positions that involve supervision of others and identify communication with members and vendors, in person, in writing, and by telephone.)

- Raise awareness about the BLC and its events
- Manage and update the BLC website
- Create annual reports and targeted communications including appeal letters, articles, brochures, Facebook, blogs, etc.
- Maintain accurate, up-to-date versions of internal forms, handbooks, and other documents
- Promote and support BLC events and fundraising including the 5k
- Participate in Marketing and Development Committee of the Board
- Function as liaison for some fundraising events
- Fulfill other duties as assigned

MINIMUM REQUIREMENTS

(What is required to perform essential duties?)

- College degree
- At least intermediate level of proficiency with MS Office including Word, Excel, and PowerPoint; proficiency with Publisher a plus
- Ability to develop and maintain the BLC website (Weebly experience a plus), Facebook, the BLC Blog, and other communication media
- Well-organized, conscientious, detail-oriented, friendly, able to meet the public comfortably.
- Incumbent must be well-organized, able to manage multiple tasks simultaneously and remain calm in stressful situations
- Strong professional written and oral communications skills
- Able to lift 20 pounds