



Make-A-Wish Foundation® of Missouri & Kansas
Position Description

Job Title: Marketing & Communications Specialist
Reports to: Director of Marketing & Communications
Classification: Exempt

DUTIES AND RESPONSIBILITIES

Marketing and Communications:

- Assist with the adherence to Chapter and National Policies, Performance Standards and Guidelines as set forth by Make-A-Wish America & Make-A-Wish Missouri & Kansas.
- Assist with the development and implementation of marketing & communications plans with contingency strategies to drive total revenue and supporting mission delivery goals.
- Assist with and monitor the chapter's compliance with National Branding Standards adhering to all appropriate policies and guidelines as set forth by Make-A-Wish America & Make-A-Wish Missouri & Kansas.
- Create and manage ongoing marketing and communications initiatives/touch-points that target all revenue streams through both digital and traditional media.
- Write/create compelling wish stories that highlight high-profile wishes for publicity opportunities with goal of increasing donor base, driving wish kid referrals and recruiting volunteers.
- Maintain oversight of all marketing modalities (collateral, publications, digital media etc.) to protect brand.
- Support all internal event planning and assist with the creation and launch of necessary collateral, signage, scripts, photographers, videographers, promotional plans and media coverage.

- Manage chapter social media channels (Facebook, Twitter, LinkedIn, Instagram, YouTube) and create compelling content that drives revenue, engagement, referrals and recruits volunteers.
- Write and assist in the creation of event outlines and scripts for internal Make-A-Wish events, PSAs, promotions, media ops, press releases and other event collateral.
- Manage the pipeline of internal chapter marketing and communication requests.
- Provide director of marketing and communications performance reports for various MarCom initiatives.
- Execute monthly communications with donors by generating the recipient list and sending the appropriate message (e.g. donor birthday email and other correspondences).

Media and Public Relations:

- Establish and maintain solid relationships with media outlets throughout Missouri & Kansas. (Especially in key markets: St. Louis, Kansas City, Wichita, Topeka, Springfield)
- Grow social media base and on-line presence YOY a minimum of 2%.
- Create, write, and share newsworthy content related to all aspects of chapter business, (wish, volunteer, community partners, internal events etc.) via digital and traditional media.
- Serve as a liaison to media in the absence of the director of marketing & communications, chapter president & CEO, senior leadership, board members, and /or board chair.
- Assist with the creation and implementation of crisis communication plans in the event of a situation within the chapter territory, working closely with Make-A-Wish® America.
- Provide updated, timely information regarding any public relations opportunities to senior management including, the chapter president & CEO and other relevant parties.

Financial Management:

- Support chapter revenue goals through marketing and communications initiatives aimed at new donor acquisition and existing donor retention.
- Assist with the development and management of the chapter marketing expense budget, monitoring monthly expenditures.

Management:

- Direct, manage and coach marketing & communications interns when applicable.

OTHER DUTIES AS ASSIGNED BY THE COO, DIRECTOR OF MARKETING & COMMUNICATIONS, AND DIRECTOR OF BUSINESS INTELLIGENCE

QUALIFICATIONS

- Bachelor's degree in marketing, communications, public relations, advertising, journalism or related field
- 2-4 years of previous marketing & communications experience
- 2-4 years of social media experience
- Strong desktop publishing skills and core computer skills (Word, MS Office, Excel)
- Strong written and verbal communication skills
- Graphic design experience required (Adobe Creative, Photoshop, InDesign, Illustrator, etc.)
- Proven ability to work with diverse groups of people in both in-person and virtual setting
- Exceptionally organized and detail-oriented

To apply: Please send resume and cover letter to Amanda Rogers at arogers@mokan.wish.org.

We respect and ensure equal opportunity, regardless of race, religion, ethnicity, national origin, age, gender identity and expression, sexual orientation, disability, perceived disability, and other legally protected characteristics.