

Position: Marketing & Communications Manager

Date Revised: 7.1.2026

Status: Full-time, Exempt

Location: East Syracuse, New York

POSITION DESCRIPTION

The Marketing & Communications Manager leads the development and execution of a comprehensive marketing and communications strategy that advances the organization's mission, strengthens brand visibility, and deepens engagement across our 15-county region. This role oversees Make-A-Wish Central New York's public-facing identity, ensuring all communications align with National Brand Standards while inspiring donors, partners, families, and the community.

RESPONSIBILITIES

Brand Strategy & Management

- Serve as brand steward for the chapter, ensuring compliance with National Brand Standards and consistent visual and messaging style
- Develop and implement integrated marketing and communications plans that support organizational goals, fundraising initiatives, and mission awareness
- Manage production of the Annual Impact Report and other key organizational publications

Media & Public Relations

- Build and maintain strong relationships with regional media outlets; identify and pursue earned media opportunities
- Write and distribute press releases, coordinate media coverage, and organize press events when appropriate
- Monitor media presence across print, broadcast, digital, and social platforms

Content Development & Storytelling

- Produce compelling mission-driven stories in written, photo, and video formats for use across platforms including national program opportunities to highlight our wish stories
- Interview wish families, alumni, donors, and volunteers while maintaining sensitivity, confidentiality, and proper authorizations
- Write and edit stories and messaging for newsletters, donor communications, grant materials, solicitations, and publications
- Develop ongoing storytelling initiatives (e.g., Wish Wednesdays, Where Are They Now)

Digital & Social Media

- Oversee content strategy and day-to-day management of the chapter website (cny.wish.org)
- Manage and grow social media presence (Facebook, Instagram, LinkedIn), including content creation, scheduling, and performance monitoring
- Design and distribute e-newsletters and digital communications

Marketing Collateral & Campaign Support

- Create and update marketing materials, advertisements, event invitations, and campaign collateral
- Partner with Development and Events staff to support annual appeals, stewardship collateral, and fundraising programs (including Student Wishmakers, Cause Marketing, etc.) and special events
- Maintain inventory of marketing materials and digital asset libraries

Collaboration & Organizational Support

- Participate in strategic planning and cross-department brainstorming
- Provide communications support for grants, donor engagement, and organizational initiatives
- Assist with updates to affiliated websites and shared platforms as needed
- Support additional communications and marketing opportunities as they arise

QUALIFICATIONS & SKILLS

Experience & Background

- Bachelor's degree in Communications, Public Relations, Marketing, Journalism, or related field (or equivalent experience)
- 3–5+ years of experience in public relations, communications, or marketing, preferably in a nonprofit or mission-driven environment
- Demonstrated success securing media coverage and managing multi-channel communications strategies
- Exceptional writing, editing, graphic design, and storytelling skills across multiple formats and audiences
- Strong visual and digital communication sensibility, including basic photography and video content capture
- Experience managing social media platforms and websites using content management systems
- Ability to translate mission-driven work into compelling public-facing narratives
- Familiarity with email marketing platforms, social media scheduling/analytics tools, and website CMS platforms
- Computer proficiency including knowledge of Microsoft Office Suite
- Working knowledge of graphic design tools (e.g., Canva, Adobe Creative Suite, or similar)
- Comfort using data and analytics to evaluate communications performance

Professional Attributes

- Commitment to be guided in all work by the vision of diversity, equity and inclusion that has been established by our staff and board.
- Deep appreciation for brand consistency and attention to detail
- Ability to manage multiple projects and deadlines with strong organizational skills
- High level of discretion and sensitivity when working with wish families and confidential stories
- Ability to organize and prioritize work and manage multiple priorities simultaneously
- Collaborative team player who thrives in a small, mission-driven environment
- Some travel to our existing 15 county region may be required at times.

COMPENSATION

Compensation includes a competitive base salary commensurate with experience and a comprehensive package of employee and health benefits. Salary range is \$62,353 - \$70,000K DOE.

TO APPLY

Please submit a cover letter and resume to jobs@cny.wish.org with job title in the subject line. No calls or office visits, please. Applications will be accepted until a qualified candidate is identified. NOTE: Only complete applications and those with required skills and experience will be considered.

Make-A-Wish® Central New York is an Equal Opportunity Employer and encourages applications from all qualified individuals.