

Make-A-Wish® Iowa

Job Description

Title: Communications and Marketing Manager

FLSA Status: Exempt

Department: Development

Reports To: Director of Events

Date: July 2019

PURPOSE OF POSITION

The Communications and Marketing Manager reports to the Director of Events and works with the Make-A-Wish Iowa team to elevate the organization's mission and brand through effective planning and implementation of statewide strategic marketing, communications and social media initiatives, while building strong relationships statewide with media outlets and engaging the public in Make-A-Wish through purposeful social media and public relations strategies including newsletters, website, event marketing and social media platforms.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Primary duties include:

Development, review and approval of all marketing, communication and social media materials, press release development and distribution, website and social media management, newsletter production and grant writing review. Additional responsibilities include involvement with CEO, staff, volunteers and all stakeholders to enhance communications, including managing and protecting the Make-A-Wish brand/logo and marks. Other duties include effective communication with statewide volunteer base and effective interaction with/ support of staff initiatives related to primary job responsibilities.

Specific responsibilities include but are not limited to:

Raise the profile and broaden awareness of Make-A-Wish Iowa

Objectives

- Increase coverage by media throughout chapter regions
- Develop and maintain relationships with key sympathetic media
- Ensure positive image through proactive approach and consistent messaging
- Develop and implement plan to increase followers and engagement on social media spaces
- Create mission driven videos to communicate our story and need for support
- Manage special event and mission publicity and marketing initiatives to gain public attention, support and activation through the media
- Work with media to build telethons, radiothons, cause marketing and other campaigns to raise awareness and develop significant fundraising campaigns
- Provide motivational and inspirational leadership to all stakeholders including wish families, volunteers, staff, board of directors, donors and sponsors
- In coordination with the CEO, serves as media spokesperson for on-air and on-the-record interviews
- Effective coordination with printing vendors relative to job functions
- Other duties as assigned

Provide marketing collateral in support of elevating outright and in-kind donor support

Objectives:

- Collaborate with appropriate team members for creation of collateral materials for events, volunteer recruitment, donor and medical outreach and mission delivery
- Responsible for supporting the needs of all events related to marketing and the following program marketing needs: Kids for Wish Kids, Wishes in Flight, National Corporate Alliance Campaigns, Walk for Wishes, Golf Outings, Chapter Gala's, Fund-A-Wish, Newsletters, and the Annual Appeal.
- Create and maintain a centralized marketing and PR resource center with video and photo assets and wish stories for use by staff and board.

Execute and Assist in Development of Annual Communication Plan

Objectives:

- Manage communication calendar with goal of cohesive communication across the state, including all volunteers and staff.
- Launch and oversee year-round communication vehicles for target audiences: i.e. volunteers, internal events external events, donors, boards, corporate and individual donors
 - Produce electronic donor newsletters
 - Prepare and publish one print newsletter per year
 - Prepare monthly electronic volunteer newsletter.
 - Prepare Annual Appeal.
- Ensure brand compliance and consistent messaging in all communications for all audiences
- Review and communicate to staff Crisis Communication Plan
- Respond to information queries from media and the public
- Write interesting and effective press releases, prepare information for media kits
- Manage communication and marketing budget
- Oversight and distribution of correspondence sent via MailChimp, other programs utilized to contact our families and volunteer base

Ensure Brand Compliance and Execute National Marketing Initiatives

Objectives:

- Become an expert in Make-A-Wish Brand Standards
- Review brand compliance of all collateral and update as needed,
- Work with staff and volunteers to ensure Brand Standards are adhered to for all digital, print and media opportunities.
- Responsible for reviewing and activating Make-A-Wish national content across all platforms

Increase online traffic and donations

Objectives:

- Create and manage Make-A-Wish Iowa website and social media accounts to encourage online promotion
- Ensure timeliness of new posts on social media and maintain brand compliance
- Ensure that all collateral is driving traffic to website
- Collaborate with Development Team to market both Internal and External Events and initiatives on all online platforms.

SUPERVISORY RESPONSIBILITIES

- This position has no direct reports

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Positive attitude, professional, confident, competitive, enthusiastic, independent self-starter, goal-oriented team player.
- A valid Iowa driver's license is required for this position.
- Ability to perform at a high level with minimal supervision.
- Strong people skills and an ability to build effective long-term relationships.
- High comfort with public speaking.
- Experience with media relations.
- Strong organizational, interpersonal, communication and negotiation skills.
- Ability to manage a variety of duties and effectively prioritize tasks.
- Ability to effectively network and interact with business and community leaders.
- Non-profit experience preferred but not required.

EDUCATION and/or EXPERIENCE

- Bachelor's degree in marketing and communication required
- 5-7 years of related work experience

LANGUAGE ABILITY

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization.

MATHEMATICAL SKILLS

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.

COGNITIVE DEMANDS

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

COMPUTER SKILLS

To perform this job successfully, an individual should have experience with Adobe Creative Suite and Microsoft Office including Outlook, Word and Excel.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit, stand, walk, talk and hear. The employee must occasionally lift and/or move up to 25 pounds. Regular Vision abilities, including computer work.

ENVIRONMENTAL ADAPTABILITY

Standard office environment with typical noise level, fast paced.

Make-A-Wish Iowa is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act and/or applicable state regulations, Make-A-Wish Iowa will provide reasonable accommodations to qualified individuals with disabilities and encourages prospective employees and incumbents to discuss potential accommodations with Make-A-Wish Iowa

Send Resume with Cover Letter (including salary requirements) to Natalie Brecht nbrecht@iowa.wish.org