



Position Title:

Marketing and Communications Manager

Position Overview:

The Marketing and Communications Manager plays a critical role within the Reality Changers Advancement team, which is focused on driving and supporting strategy for three key functions: fundraising, communications, and events. The Marketing and Communications Manager is responsible for the creation, implementation, and measurement of a comprehensive marketing and communications plan that supports the organization’s fundraising strategies and goals. This person will lead how the organization inspires external stakeholders to engage with and support Reality Changers, evidenced by the following outcomes:

1. Increase donor retention rates by developing and implementing engaging and consistent communication across multiple channels (e.g. e-newsletters, social media).
2. With the Advancement Team, raise \$100,000+ by developing and executing a marketing plan promoting an upcoming peer-to-peer fundraising event.
3. Capture content by attending a minimum of four program, fundraising, or community events each month (virtual or in-person).

The Marketing and Communications Manager will report to the Director of Advancement.

Responsibilities include, but are not limited to:

Develop, implement and manage communications and marketing strategy that supports Advancement (75%):

- Content creation: work with the Director of Advancement to develop and manage an editorial calendar; create, schedule, and distribute compelling content that provides value to our target audiences across social media, websites, email, and other channels. Includes drafting messages on behalf of CEO & President.
- Social media content and engagement: draft content, actively track and manage Reality Changers’ social media profiles to engage with donors and followers and attract new audiences.
- Website management: manage the Reality Changers website updates through Wordpress and implement strategies that increase website traffic and conversions.
- Email marketing: work with external agency to manage opt-in and unsubscribe lists, manage email campaigns and newsletter templates, draft and manage email content, testing, and sending.
- Print and digital development and production: develop, produce and publish print and digital communication pieces and campaigns, including but not limited to: annual report, fundraising appeals, event and campaign-specific publications, stewardship reports, newsletters and other materials.
- Event management: serve as a key team member in planning and executing fundraising events including developing a theme, writing and editing scripts, securing speakers, developing visuals, etc.
- Design support: create and update basic branded social media graphics, flyers, email templates, and other pieces using Canva, Adobe Creative Suite, or other design tools.

- Tracking and reporting: work with external agency to capture and analyze social media, email, and website data/metrics.

Advertising and Public Relations (15%):

- Paid advertising: work with external agency on paid media opportunities, including print and digital advertising, social media promotions, and other online and print advertising campaigns.
- Press coordination: build and maintain relationships with press and media contacts, create press releases/media advisories, manage media inquiries and arrange interviews, statements, etc.
- Trends and best practices: regularly seek opportunities to learn and adapt to current and upcoming industry trends and best practices.

Additional Responsibilities (10%):

- Brand management: develop and manage inclusive, engaging content to build, maintain and oversee a consistent, balanced voice and brand. Educate staff on branding and messaging.
- Asset management: maintain collateral inventory, marketing assets, and video and image library.
- Develop systems, policies and procedures to streamline communication and marketing.
- Manage designers, photographers, printers, and other contractors/vendors to produce and present effective visual content.
- Manage annual communications budget.

Knowledge, Skills and Abilities

- Proven skills across marketing disciplines including, donor engagement, content creation, digital marketing, social media, and brand management.
- Excellent written and oral communication skills, including proven success in presenting ideas and concepts effectively and persuasively.
- Excellent attention to details and highly organized.
- Knowledge and proficiency in MailChimp, Salesforce, WordPress, Canva, Adobe Creative Suite, G Suite and social media platforms (Facebook, Twitter, Instagram, LinkedIn)
- Working knowledge of HTML.
- Demonstrated ability to set and manage priorities under tight deadlines with an outcomes-oriented approach.
- A valid driver's license or reliable transportation to and from site location(s), the Reality Changers' headquarters and related events.

Education and Experience

- Bachelor's degree in marketing, communications or related field
- 5+ years of marketing and communications experience, including creating content for social media, email campaigns, websites, video, etc.
- 2+ years project management experience
- Nonprofit experience with communications and fundraising

Travel and Hours

- Occasional weekend and evening work will be expected.
- Ability to travel to local off-site venues for meetings and events is required.

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets.

Due to COVID-19, Reality Changers employees are working from home until further notice.

Physical Requirements

This job requires the ability to sit, use hands and arms to perform repetitive motions. Specific vision abilities required by this job include close vision, distance vision, color vision, and ability to adjust focus. Moderate dexterity application of basic skills (calculator, keyboard, hand eye coordination, etc.) and the ability to bend or stand as necessary.

To Apply

To apply, please submit a thoughtful cover letter, resume, and two marketing/communication samples (examples: newsletter content/design, annual report, etc.) to jobs@realitychangers.org. Completed applications must be submitted by Friday, July 24, 2020. Anticipated start date is in September 2020.

Please note:

- No phone calls
- Relocation is not available
- Employment is subject to a criminal background check

Reality Changers is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, disability status, protected veteran status or any other characteristic protected by law.

For more information, please visit www.realitychangers.org.