

FATHER FRED FOUNDATION

Title: **Manager of Marketing, Communications and Public Relations**
Reports To: **Executive Director**

This is a full time position, flexibly scheduled. The Manager of Marketing, Communications and Public Relations is responsible for the direction and execution of marketing activities, external communications, media relations and the supervision of special events – at all times protecting the organization's brand and image. The Manager of Marketing shall provide recommendations to the Executive Director regarding the on-going and evolving marketing needs of the organization. In addition to strict confidentiality, it is expected that mission, core values and vision are exemplified by the individual filling this role.

Marketing Duties:

- Work with the Marketing subcommittee of the Advancement Committee to develop an annual marketing plan for the organization.
- Develop marketing campaigns for specific events working with the Special Event subcommittee of the Advancement Committee.
- Provide supervision for contractual staff, including Events Coordinator, Web Manager and Graphic Designer to execute marketing campaigns.
- Work closely with Business Manager to develop reports and data metrics to evaluate the effectiveness of marketing activities in achieving revenue targets, donor development goals, and positive brand awareness
- Direct the preparation of marketing materials including
 - Special events print pieces
 - Newsletter (design, writing , editing, through printing and mailing)
 - Direct mail pieces
 - Brochures
 - Displays
 - Annual report
 - Website social media (Facebook, twitter, blog, e-newsletter, plus new and emerging technologies for online engagement)

Communications and Public Relations duties:

- Produce compelling copy that effectively tells The Foundation's story in The Foundation's voice, and engages target audiences.
- Produce all press releases.
- Proof read and edit all written materials prior to E.D. sign-off.

- Maintain active relationship with all media and special events liaisons; build editorial opportunities and creative ways to engage community and promote awareness.
- Produce monthly donor recognition letters, appropriately personalized.
- Provide or supervise photography with an eye for photo/video opportunities.
- Maintain library of stories and testimonials, including digital file management.

Other duties as requested.

Entry Requirements

1. Bachelor degree in Marketing or Communications or other related field.
2. Three to five years of marketing, public relations or communications experience, or a relevant combination of education and experience.
3. Proficiency with computer technology to perform job functions.
4. Demonstrated communications ability, both written and oral.
5. Demonstrated interpersonal skills to interact professionally and appropriately with staff, volunteers and donors.
6. Experience in video production is preferred.

Working Conditions:

1. Works in well lighted, clean, smoke free surroundings.
2. Work is subject to frequent interruptions.
3. Work is occasionally very fast paced, with tight deadlines and periods of high stress.

Physical Requirements:

1. Manual dexterity sufficient to operate a multi-line telephone system, keyboard, copier, scanner, calculator and other office equipment.
2. Sitting and/or standing for long periods of time.
3. Standing, stretching and stooping to reach files and office supplies.
4. Occasional lifting of files and paper to 25 pounds.
5. Viewing computer screen for long periods of time.

This job description is a general description of job functions. It is not intended as an employment contract, nor is it intended to describe all duties someone in this position may perform. All employees of The Father Fred Foundation are expected to perform duties or directives which the Foundation, in its sole discretion, deems appropriate.

Employee Signature: _____

Date: _____