

# Marketing Manager

## Summary

- Responsible for planning, development and implementation of the Organization's marketing strategies and public relations activities, both external and internal.
- Oversees development and implementation of support materials and services in the areas of marketing and public relations.
- Directs the efforts of the marketing and public relations staff and coordinates at the strategic and tactical levels with the other functions of the Organization.

## Essential Duties and Responsibilities

### Marketing and Public Relations

1. Responsible for creating, implementing and measuring the success of: a comprehensive marketing and public relations program that will enhance the Organization's image and position within the marketplace and the general public.
2. Responsible for the Organization's marketing and public relations activities and materials including publications, media relations, client acquisition and so forth. Will work closely with the Director of Communications.
3. Coordinate the appearance of all Organization print and electronic materials such as letterhead, use of logo, brochures, etc.
4. Develop, coordinate and oversee programs, technical assistance and resource materials to assist clients in the marketing and positioning of their activities.
5. Provide counsel to clients on marketing and public relations. Ensure that the Organization regularly conducts relevant market research and coordinate and oversee this activity. Monitor trends where appropriate.
6. Leads projects as assigned, such as cause-related marketing and special events.

### Planning and budgeting

1. Responsible for the achievement of marketing/public relations mission, goals and financial objectives. Ensure that evaluation systems are in place related to these goals and objectives and report progress to the Director of Planning and Operations.
2. Develop short- and long-term plans and budgets for the marketing and public relations program and its activities, monitor progress, assure adherence and evaluate performance.
3. Recommend short- and long-term Organization goals and objectives to the Director of Planning and Operations.
4. Develop, implement and monitor systems and procedures necessary to the smooth operation of the marketing and public relations function.
5. Keep informed of developments in the fields of marketing and public relations, not-for-profit management and governance, and the specific business of the Organization and use this information to help the Organization operate with initiative and innovation.

## Key Attributes

### Required:

- Demonstrated skills, knowledge and experience in the design and execution of marketing and public relations activities.
- Strong creative, strategic, analytical, organizational and personal sales skills.
- Experience developing and managing budgets, and hiring, training, developing, supervising and appraising personnel.
- Demonstrated successful experience with making presentations and negotiating with media and vendors
- Experience overseeing the design and production of print materials and publications.
- Commitment to working with shared leadership and in cross-functional teams.
- Strong oral and written communications skills.
- Ability to manage multiple projects at a time.

Resumes and Cover Letters should be submitted via email; attention Human Resource Department at LWCC. Email inquiries to [hr@livingwd.org](mailto:hr@livingwd.org).

- Out-of-town, overnight travel is required.

Other:

- Very creative
- At least a Bachelor's degree (B.A.) in related field.
- Five to ten year's related experience.
- Commitment to excellence as evidenced by results.
- Excellent written, oral and presentation skills.
- Ability to lead and direct people.
- Strong organizational, problem-solving, and analytical skills.