



Communications & Marketing Manager Job Description

Reports to: Director of Development
Job Status: Part-time 20 hours non-exempt
Date: August 2024

Mission Statement

SECU Family House on the Richard J. Reynolds, III & Marie M. Reynolds Campus provides affordable lodging and support services in a caring environment for referred adult patients and/or their caregivers who travel to Winston-Salem, NC for medical treatment.

Overview

The **Communications & Marketing Manager** is responsible for the comprehensive communications and marketing plan that is designed to engage existing and prospective donors, community partners, and organizations and the general public. This position will work closely with the Development team to implement the annual development plan and initiatives outlined in the SECU Family House strategic plan that ensure and enhance the image and reputation of the SECU Family House.

Duties and Responsibilities

Donor Communications/Stewardship: 30%

- Write/draft all communications collateral and manage production of annual communications calendar as directed by Development plan
 - ✓ Spring and Fall newsletters
 - ✓ Spring Direct mail Appeal and Year-End Direct mail Appeal
 - ✓ Annual Impact Report
 - ✓ Monthly E-newsletters
 - ✓ Stewardship communications including thank you messaging
 - ✓ Events communication such as invitations, posters, etc.
- Direct digital fundraising and direct mail efforts including management of any on-line giving software
- Responsible for monthly Volunteer newsletter

Public Relations/Marketing and Website: 60%

- Grow and monitor social and digital media presence while engaging with followers, donors and potential donors, as well as guests and potential guests, to advance our brand identity, broaden awareness of our programs, and increase organizational visibility and connections with key audiences

Communications & Marketing Manager

- ✓ Record and analyze communication metrics
- Work with web designer to develop and enhance web strategies in all operational aspects of the SECU Family House
- Liaison with design firms, print houses, and any outside marketing consultants to ensure timely design and production of all materials and collateral, as well as cost efficiency of collateral
 - ✓ Enforce style guide for all SECU Family House publications produced in-house and out-of-house
 - ✓ Disseminate press releases and manage all media contacts
- Recruit and manage any intern that works with PR/Marketing projects

Special Events: 10%

- Oversee the marketing and communications of the Men Who Cook Event by managing all event communications and materials
- Collaborate with the Development team for the overall success of Men Who Cook
- Collaborate with the Development team on any donor appreciation events
- Coordinate any additional opportunities with regard for donor development, such as small gatherings, lunch and learn opportunities, representation at exhibition fairs, trade shows, etc.

Qualifications

- Bachelor's degree required
- Prior nonprofit and volunteer experience preferred
- Experience revising and maintaining web sites
- Excellent verbal and written communication skills
- Should be proficient at Microsoft programs including Word, Excel, Outlook and Power Point
- Use of In-Design and other graphic design programs preferred
- Ability to multi-task, work unsupervised, perform duties accurately and efficiently, and meet deadlines
- Physical demands for this position include sitting, with occasional standing, bending, walking, lifting, and/or moving up to 40 lbs., and answering the phone

Note: These requirements represent the minimum levels in order to perform the job on a satisfactory basis. Employees must have the ability to satisfactorily perform the essential functions of the job.

I have reviewed the Job Description, and I understand the performance expected. I understand that it may be periodically necessary to perform other duties as assigned by my supervisor. I also understand that it is my responsibility to report any alleged or suspected abuse as per agency policy and procedures. I have received a copy of this Job Description.

Employee

Date

Supervisor

Date