



Position Title: Marketing and Communications Manager

Reports to: Director of Development

FLSA Status: Nonexempt, Hourly

Job Type: Full-Time

Compensation: \$47,000 - \$54,000 annually, commensurate with experience

Work Week: 40 hrs.

Job Summary

Reporting to the Director of Development, the Marketing and Communications Manager is responsible for relaying the mission, vision, and core values of the Erie City Mission to the community. Through the development and production of compelling content, the Marketing and Communications Manager will use a multi-channel marketing strategy to meet the departments goals and objectives. This role also collaborates with the Development Team to help plan, manage, and implement fundraising events that create awareness and supports the organization. The Marketing and Communication Manager supports the overall function and success of the annual fund.

Responsibilities

Essential Functions:

- Successfully develop, implement, and monitor engaging multi-channel marketing and communications campaigns to raise the profile and reach of the Mission—including web, social media, email, paid advertising, broadcast advertising, and print.
- Maintain the Mission’s website, including planning, creating, reviewing, and regularly updating website with timely and interesting content that aligns with the Mission’s brand standards.
- Support the delivery of a strategic social media presence and undertake day-to-day management of the Erie City Mission and ECM Thrift social media channels and communication tools.
- Write accurate, engaging, and targeted copy for a range of audiences across a range of channels.
- Gather success stories by interviewing, photographing, writing, and designing content about current or past Erie City Mission guests and participants.
- Collaborate with internal departments to create custom marketing campaigns and content.
- Curate compelling organic social media and email marketing content, including creating artwork using Adobe Creative Suite and Canva software.
- Manage the broadcast advertising schedules: generate ideas and content, and collaborate with third-party contractors to produce effective commercials.

- Support the creation of content, design, and production of marketing and communication materials ensuring Erie City Mission brand standards are met. (brochures, articles, banners, signs, and promotional products)
- Collaborate with third-party contractors to produce effective videos for advertising.
- Ensure Erie City Mission brand standards are met, along with industry editorial and style guidelines.
- Evaluate communication activities, recording and reporting on key analytics to demonstrate impact.
- Use insights from website, newsletter, and social analytics to optimize our digital communications and build audience engagement.
- Collaborate with other members of the Development Department to coordinate and execute cohesive fundraising events.
- Other duties and assigned.

Education & Experience

Bachelor's degree in marketing or a related field preferred or have had the equivalent professional training and successful experience needed to perform the defined job functions.

Skills & Abilities

The Erie City Mission considers every position one of Christian ministry and every person a vital and valued part of our team. Therefore, it is essential that all employees of the Erie City Mission have a personal relationship with Jesus Christ and subscribe to our Statement of Faith and Core Values.

- Proven work experience in marketing, with demonstrable experience executing campaigns using multi-channel marketing strategies.
- Strong level of IT literacy.
- Familiarity with and use of social media, and with digital content making tools.
- Familiarity with and use of design software such as Adobe Creative Suite and Canva.
- Excellent written communication skills and a rigorous attention to detail.
- Ability to communicate in an accessible and clear manner through a variety of formats.
- Excellent interpersonal, organizational, and problem-solving skills.
- Capable of exercising sound judgment and comfortable in asking questions, when necessary, in order to maintain the integrity of the department.
- Ability to prioritize work and multitask while adhering to deadlines.
- Ability to take responsibility, to work well as a team member, and to work independently without supervision within the scope of normal duties and responsibilities.
- Adaptable and flexible to situations and priorities.

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 primarily sedentary, sitting for long periods of time and is regularly required to stand, walk, use hands to finger, handle, or feel and talk or hear. The employee is frequently required to reach with hands and arms. The employee is occasionally required to climb or balance; stoop, kneel, crouch, or crawl and taste or smell.

The employee must regularly lift and/or move up to 10 pounds, frequently lift and/ or move up to 25 pounds and occasionally lift and /or move up to 50 pounds.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus. Contact with computer screen for long periods of time is required.

Other

Works primarily out of the main campus in administrative offices, but essential functions require travel around and off-campus (departmental visits, events, meetings, etc.). May be required to adjust schedule during holidays and event season, and work some evenings and weekends.

Benefits

Full-time employees after 90 days receive:

- 401(k) with generous 5% company match
- Dental and basic life insurance
- Short- and long-term disability
- Paid sick and personal days (9)
- Paid holidays (10)

Other full-time employee benefits include:

- Health insurance
- Paid vacation days
- 30-minute paid lunch
- Free on-campus lunch

To Apply: Interested applicants should submit a Cover Letter and Resume to erin.layden@eriecitymission.org