



MARKETING AND COMMUNICATIONS MANAGER

Description

Marketing and Communications Manager primary responsibility is to lead the marketing and communications strategy of the organization, as well as manage the day-to-day marketing communications efforts and implementation, including supervision of marketing team members.

The Marketing and Communications Manager creates and coordinates implementation of marketing plans internally and externally, up to and including advertising, digital marketing, PR, community and strategic partnerships, events, promotion of national and local programming, etc. to support an established and quickly growing public media organization.

This position will leverage both internal resources and outside organizations to develop and implement marketing initiatives and programs.

Duties of the Marketing & Communications Manager include:

- Lead all marketing and communications for DSAETC and oversee activities and team members within the marketing department, including digital marketing and creative/graphic design work.
- Develop the marketing strategy for various target audiences of the organization, in line with organization's objectives, and balancing various departmental needs and wants. Consult with Content, Fundraising and Underwriting teams to develop marketing strategies and tactics.
- Design and implement audience-specific, cross-channel / multiplatform marketing campaigns including digital platforms, traditional marketing channels (e.g. on-air, print, live events), and public relations for national and local station initiatives, including content, programming and fundraising initiatives.
- Oversee digital marketing strategies, including the station website, email marketing, social media, mobile app, and lead generation efforts.
- Provide assistance and best practices to local content staff to manage individual shows' social media strategies.
- Lead the station's public relations efforts, including the development of press releases and outreach to local media organizations.
- Manages and works with outside vendors to produce This Month, DSAETC's monthly print member magazine
- Oversees weekly and monthly print and digital communications.
- Overall responsibility for brand management and organization identity, including brand campaigns.
- Monitor and report on effectiveness of marketing efforts.
- Analyze potential strategic partner relationships for organization marketing.
- Provide assistance with event planning and execution.
- Oversee marketing internships and 1-2 FT staff.
- Direct the creation and production of marketing material in support of marketing plans.
- Manage the organization's marketing budget.

- Become knowledgeable re: FCC compliance and manage to it.

Skills and Abilities:

- Management skills with direct reports and volunteers.
- Excellent communication skills, including both written and spoken communications
- Effective team player
- Strong analytical and project management skills; able to research, analyze findings and interpret trends.
- Strategic, innovative thinker able to effectively advocate for the best marketing strategies across the organization, and for specific target audiences
- Strong attention to detail, while retaining the ability to see the overall purpose or value within projects
- Creativity, writing skills and quantitative skills.
- Quick learner, self-starter and ability to manage an aggressive workload, prioritizing the work that most benefits the organization.

Experience / Knowledge:

- Bachelor's degree, preferably in marketing or communications, and/or two to three years marketing experience, preferably in the media or non-profit industries.
- Two to three years of people management experience
- Understanding of fast developing trends in digital video and OTT space preferred.
- Experience managing outside marketing agencies and vendors

Compensation:

\$70,000 - \$80,000