



PEOPLE'S EMERGENCY CENTER

Nurturing Families, Strengthening Neighborhoods, Driving Change.

Marketing Manager

Department: Community Development Corporation (CDC)/Resource Development

Classification: Hourly Part Time (20 hour/week) Non Exempt

Reports to: Director of Community, Economic & Real Estate Development/Manager, External Communications

JOB DESCRIPTION

Summary:

The Marketing Manager will lead the development and execution of the strategic direction of PEC's Community Development Corporation's (PECCDC) efforts to increase the overall visibility of the neighborhoods PECCDC serves, and to elevate its community development services. The Manager will be the strategist for maintaining, developing, and implementing creative methods for promoting a strong public image for the neighborhood. The Manager will work with Resource Development department to strengthen the PEC brand with graphic design and align PECCDC communications with PEC's organizational communications strategies and goals.

Essential Duties and Responsibilities:

Communications and Public Relations Planning, Execution and Oversight

- Develop and implement a comprehensive, creative and strategic marketing, branding and communication plan for PECCDC to support the CDC's neighborhood plan, programmatic and neighborhood promotion goals.
- Work with CDC staff to develop a communications plan designed to reach their target audiences and raise the profile of the CDC's work.
- Coordinate CDC and neighborhood branding in partnership with other senior staff and by working with PEC Development office, ensuring consistent use of messages and graphic identity across the organization.
- Demonstrate a keen awareness of the nuances of PEC's programs and lines of business and be able to communicate clearly and effectively to multiple and diverse constituencies and stakeholders
- Oversee printing, graphic design, print production and all forms of external facing messaging and materials for CDC events and programs.
- Implement communications plan for CDC website and social media channels.
- Produce biweekly e-newsletters and a monthly newsletter.
- Recruit and engage volunteers, as needed, including committee members, for successful completion of communication and public relations tasks.
- Develop a budget for annual communications goals and meet budget requirements.
- Assist PEC Development office with organizational branding and communications initiatives.
- Assist with events and outreach as needed.

Competencies:

- Client/Customer Orientation
- Organizing and Planning
- Oral and Written Communications



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- Initiative
- Relationship Building
- Professional Integrity
- Results Orientation
- Innovative Thinking
- Strategic Alignment

Required Education and Experience:

- Bachelor's degree in Communications, Journalism, Public Relations, Public Policy, Urban Planning or a related field.
- Print production and project management
- Two or more years of communications and marketing experience; demonstrated record of leadership in the development and implementation of comprehensive communications programs in a complex, multi-layered work environment.
- Demonstrated success in using new and emerging technologies and web tools with high-level skills in Adobe Suite and Microsoft Office is critical to success in this role. Proficiency in programs similar to Hootsuite, Weebly and Constant Contact are important.
- Demonstrated ability to write and design effectively for social media.

Preferred Education and Experience:

In addition to the requirements above, we are especially interested in applicants with-

- Master's degree in Communications, Journalism, Public Relations, Public Policy or Urban Planning.
- Five or more years of communications and marketing experience as listed above.
- Experience in photography for print and electronic communications.

Additional Eligibility Qualifications:

Sensitivity to, and experience with low-income populations

Design, website, and social media portfolios

Work Environment:

This job operates in an office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

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 frequently required to sit, talk and hear. The employee is occasionally required to walk, use hands and fingers to feel, handle, or operate objects or controls; and reach with hands and arms. The employee must occasionally lift and/or move up to 30 pounds.



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Other Duties:

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Please send resumes to tdowney@pec-cares.org.