



Public Relations and Marketing Manager

Job Description

QUALIFICATIONS: Excellent marketing skills and experience working with the media and other industry professionals. Excellent organizational skills and ability to juggle multiple assignments, prioritize duties, and meet deadlines. Excellent written and verbal communication skills, including knowledge of AP writing style. Proven ability to establish rapport and develop solid working relationships with a variety of individuals both inside and outside the organization. Experience with the development and implementation of social media strategies. Good working knowledge of Microsoft Office and Adobe Creative Suite, photography, video production and editing is preferred, Bachelor's degree or equivalent experience.

JOB SUMMARY: Develop, coordinate, and implement projects with responsibilities that include public relations, special events management, advertising, and creating brand awareness. Focuses on maintaining good public relations and growing the public awareness of Crisis Control Ministry in the community; Develops and maintains relationships with the media and other stakeholders.

HOURS OF WORK: Full-time

**CLASSIFICATION
OF EMPLOYMENT:** Exempt

SUPERVISED BY: Director of Philanthropy

RESPONSIBILITIES

I. Public Relations

- A. Develop positive relationships and track contacts with media reporters, government representatives, business leaders, community members, and Crisis Control Ministry (CCM) stakeholders.
- B. Prepare and release ministry news releases and update and maintain press kit.
- C. Serve as point of contact for media requests and coordinate coverage with staff and media outlets.
- D. Create opportunities to raise awareness of CCM through special public relations projects and the media.
- E. Responsible for the creation of publicity materials, letters, and other correspondence used in marketing.

II. Marketing

- A. Create an annual marketing plan, including a timeline to meet goals and deadlines for projects and events.
- B. Work with the Philanthropy Director to determine budgets for special events, advertising, and other marketing costs.

- C. Manage design and production of print and digital materials, including but not limited to the quarterly newsletter (print and e-format), annual fact sheets, and annual impact report.
- D. Manage design and placement of paid advertising done by CCM.
- E. Manage media relations, including negotiating media buys and placement of paid advertising, including negotiations with media to obtain donations of in-kind advertisements and PSAs.
- F. Develop videos and other digital communications.
- G. Manage on-hand inventory of printed marketing materials for the organization, including but not limited to brochures, remittance envelopes, and Holiday/Honor/Memorial cards.
- H. Create and or review materials for all CCM external communications to ensure brand consistency.

III. Special Events

- A. Coordinate, plan, and implement fundraising projects and special events during the year.
- B. Coordinate and manage all aspects of the project, including publicity, printed materials, logistics, and follow-up.
- C. Communicate any volunteer needs to the Director of Community and Volunteer Relations as necessary.
- D. Co-lead the Special Projects Committee with the committee chair.

IV. Digital Presence (Website, Digital Communications, and Social Media)

- A. Serve as co-administrator of the CCM website; manage website content, development, and updates.
- B. Develop and implement a social media strategy. Coordinate with client services staff and administrative team to determine content for social media platforms.
- C. Develop and communicate e-news updates through various social media outlets and mass email communication platforms.
- D. Stay current on changes in technology and digital communication trends.

V. Other Responsibilities

- A. Facilitate the printing and mailing of Solicitation Appeals via print/mail house relations for Philanthropy Department fundraising activities.
- B. Assist with Administrative Team projects.
- C. Assist with donor and volunteer recognition as needed.
- D. Support the Director of Community and Volunteer Relations and other staff in the coordination of the "Food Drive at the Fair" event as needed.
- E. Serve as a staff representative as needed for agency tours and outside events.
- F. Perform other duties as assigned.

Employee's signature

Date

Supervisor's signature

Date