



POSITION (TITLE): Marketing and Communications Manager

REPORT TO: Executive Director

GENERAL DESCRIPTION: Part-time, salaried, exempt

Village Project (VP) is a non-profit organization based in Bay Village. We are seeking a part-time Marketing and Communications Manager who will coordinate, execute, monitor and measure VP's marketing and communications efforts under the direction of the Executive Director. The individual should be an excellent writer and have experience in social media and graphic design. The ideal candidate will be a team player who is energetic, organized, creative and self-motivated.

Our mission is to come together as a community of all ages to provide nourishing meals and extended care and service to our neighbors experiencing cancer. We provide a vehicle to approach the devastating disease of cancer in a positive, hopeful manner by utilizing individual gifts and talents in a corporate, multi-generational setting to provide healthy meals, extended support and an opportunity for all to experience the joy of serving.

Our vision is lofty:

- To be recognized as the premier organization that individuals in our service area think of as soon as they receive a cancer diagnosis and consider, "How can I feed and care for myself and my family when all I want to do is take a nap?"
- Create greater community awareness in our geographic footprint: Avon, Avon Lake, Bay Village, Rocky River and Westlake

Position Summary:

The Marketing and Communications Manager will develop and execute plans and strategies to accomplish Village Project's marketing, fundraising and communications goals including digital and social media outreach to increase awareness of the organization's programs, services and events. The ideal candidate is highly creative with experience in identifying target audiences and devising print and digital campaigns that engage, inform and motivate donor and community audiences. This individual must be an organized multitasker who is able to work independently and handle many diverse projects at once while meeting tight deadlines.

Responsibilities include but are not limited to:

- Develop marketing campaigns for various programs and events
- Develop marketing collateral for organization events that align with association brand standards (i.e., promotional flyers, programs, etc.)

- Design and edit graphics for print or web as needed
- Update and refresh VP website
- Write social media posts, articles and marketing collateral
- Writes and edits newsletters, emails and other communications as assigned following timelines and ensuring uniformity of content/messaging
- Maintain compliance with all anti-spam laws
- Manage event mobile applications, working with vendors and staff to produce an accurate, up-to-date, and user-friendly app for all major events
- Coordinate production of video content for VP needs
- Work with staff and web vendor to continuously improve the usability, design and content of VP's website
- Manage existing social media presence including coordinating and executing a social media calendar and campaign on and identify new opportunities to remain current with trends and best practices
- Coordinate and execute social media campaigns and ensure alignment with overall marketing campaign and VP mission
- Manage social media editorial calendar and post valuable, shareable content regularly, ensuring association is positioned as an industry leader online
- Monitors and reports on social media outreach
- Manage vendor relations and budget for social media efforts and management tools

Qualifications:

- Bachelor's degree in communications, marketing or business preferred
- At least 2 years of experience in marketing or communications
- Highly driven and results-oriented
- Strong interpersonal skills and excellent customer service required
- Excellent writing skills with an emphasis on writing for the web and social media
- Ability to manage multiple projects and meet deadlines on time and strong attention to detail
- Graphic design skills and experience with graphic software and WordPress required
- Some knowledge of HTML, PHP and Java Script preferred
- Understanding of and passion for Village Project's Mission, Vision and Ideals
- Proficient in the use of and learning various technologies including Google Docs, Office Suite and other proprietary software as necessary

Time Requirements: 20 hours per week

1. Attend staff meetings
2. Attend Nourish and other special events when necessary
3. Some weekends and evenings
4. Covers for other staff as needed

Salary range is \$15,000-\$18,000, commensurate with experience. EOE. Send cover letter and resume to mlavecchia@ourvillageproject.com

April 2022