

Please send all resumes to csoto@nshmba.org

MARKETING & COMMUNICATIONS SENIOR MANAGER

Summary:

The Marketing Communications Department operates as an “in-house” agency creating and implementing content and creative for all marketing and sales support programs. The ideal candidate will have at least seven years experience in a marketing and communications role, preferably in non-profit or services. He/she must possess a professional “can-do” attitude and work collaboratively across functional teams.

The Marketing and Communications Senior Manager oversees all national marketing and communications deliverables, including creating and executing the strategic and tactical plans. This position is also the brand steward and must translate the brand essence and messaging into all areas of marketing and communications such as the website, events, public and media relations, publications, collateral, and social networking activities. The Marketing and Communications Manager is responsible for implementing and executing effective solution-driven marketing programs that create demand, generate leads, and build alliances.

The ideal candidate has a Bachelor’s degree in Marketing, Communications, Public Relations, or related field, with at least 7 years of experience. A Master’s Degree or MBA is required. Fluent in Spanish is preferable.

Responsibilities:

- Manage staff and external agencies/resources to achieve objectives
- Creates and manages marketing and communication plans and strategies for NSHMBA, programs and events
- Amplify the brand and ensure message consistency across all the marketing and communications materials
- Oversee design, production and traffic of all external and internal marketing communications projects
- Manage development of content and creative across print and digital channels (i.e., presentations, advertising, video, web, direct marketing, collateral)
- Work with vendors to ensure that materials are produced on time and within budget
- Coordinates and develops website launches and other e-marketing initiatives
- Manages web copy to maintain freshness of company web sites; as well as other marketing collateral
- Oversees the distribution of collateral material
- Manages the consistency of the look and feel of materials and works with other staff to create marketing communications for a variety of the organization’s audiences including supporters and sponsors, Corporate Advisory Board (CAB), Board of Directors, Chapters, members, scholarship applicants, among others
- Manages the creation, development and production of all NSHMBA’s publications
- Provides creative input, guidelines and approval to the Publication and Graphic Design Specialist
- Collaborate with the other departments on ways to segment, target and conduct analysis on various programs and events
- Coordinate marketing activities with the timelines and activities of other departments
- Manage the marketing budget and ensure projects meet deadlines and budget
- Track effectiveness of programs and tactics across the marketing continuum

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and / or abilities needed. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience:

- The ideal candidate has a Bachelor’s degree in Marketing, Communications, Public Relations, or related field, with at least 7 years of experience. Master’s degree and/or MBA is required.

- Extensive experience in all aspects of developing and maintaining marketing strategies to meet organizational objectives.
- Proven ability to oversee all marketing, advertising and promotional activities.
- Demonstrated leadership skills and performs with high levels of judgment and diplomacy

Language Ability:

- Skilled in speaking clearly and persuasively in positive or negative situations and in responding to inquiries in a professional manner.
- Experienced in listening to and interacting with diverse audiences.
- Proficient in interacting and communicating with individuals at all levels of the organization.
- Excellent verbal and written communication skills
- Expertise in development and delivery of standup and written presentations.

Computer Skills:

- Required: Demonstrated mastery of MS Office: Access, Excel, Word, PowerPoint, Outlook as well as other graphic software packages.
- Graphic and visual presentation skills and understanding of creative design.

Supervisory Responsibilities:

- Marketing & Communications Specialist
- Publications & Graphics Design Specialist
- Responsible for the overall direction, coordination, and evaluation of this unit.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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.