



Position Title: Communications & Marketing Manager

Employment Status: Non-Exempt

Reports to: Development Director

Responsibility: The primary responsibility of the Communications & Marketing Manager is developing, implementing, and executing brand strategies, stakeholder communication, and public relations. They will manage and develop all communications including but not limited to web-site content management, stakeholder and promotional initiatives, publications, reports, press releases and media list management.

#### Specific Duties:

- Develop marketing and communication strategies through an annual plan and set measurable goals.
- Generate communication content for web, social media, print, and other media.
- Monitor and manage organization's reputation management activities.
- Manage branding and development of branded materials.
- Strategize and plan for implement of regional community outreach, marketing and stakeholder management strategies.
- Coordinate, collect, and inventory family stories including photography sessions for brand engagement.
- Cultivate relationships with local media market, including print, radio, and TV.
- Interact with spokespersons and leadership to coordinate media interviews (including messaging, background info and coaching as needed).
- Work with the team towards tangible program, outreach and investment objectives as directed by Development Director.
- Produce stakeholder communication such as the annual report, newsletters, eblasts, and press releases.
- Manage & develop website and web content.
- Other projects as needed on an ad-hoc basis.

#### Qualifications:

- Bachelor's degree in marketing, communications, public policy, or commensurate experience.
- Solid proficiency with Microsoft Outlook, Word, Excel, and Power Point.
- Experience in Adobe Creative Suite (Illustrator, InDesign and Photoshop) required.
- Experience in Blackbaud Luminare preferred.
- Excellent interpersonal and communication skills are a must – verbal and written.
- Ability to multi-task, prioritize and take initiative.

- Proactive time management skills.
- Consistently able to work efficiently to meet deadlines.
- Tactful, flexible, diplomatic and trustworthy with a positive attitude.
- Works well independently and as a team player.
- Valid Florida driver's license and operable vehicle.

Please send resume and cover letter to Angela Cohen, [acohen@rmhccf.org](mailto:acohen@rmhccf.org)