



## Marketing & Outreach Coordinator

**ABOUT RAMP:** At RAMP Center for Independent Living (CIL), we are a non-residential center, empowering people with disabilities to live independent lifestyles. The majority of our staff and board have disabilities. We pride ourselves on being an inclusive and innovative thought leader that values people. We are actively an EEO employer. RAMP offers a Results Only Work Environment (ROWE), which respects the maturity and autonomy of our employees. The clock doesn't rule us. We focus on results and individually mold our work around our lives. This perspective ties in directly with the Independent Living Philosophy we use to empower our consumers. Our culture is designed for growth; from our consumers to our staff, we exist to make peoples' lives better. As an employee at RAMP, we will work alongside you to cultivate your skills and respect your autonomy to achieve your full potential.

**ORGANIZATION INFO:** RAMP is a non-residential Center for Independent Living with a mission is to build an inclusive community that encourages individuals with disabilities to reach their full potential.

**PURPOSE OF POSITION:** The Marketing and Outreach Manager is a key brand ambassador for RAMP, its services, and the Independent Living Philosophy. This role represents a unique opportunity to educate the community at-large and key stakeholders about the organization's mission, services and partnership opportunities through the effective development of strategic marketing initiatives, outreach and implementation.

**POSITION PARAMETERS:** Reports directly to the Development Director; Full-time; Full Benefits; Salaried; Travel and Expenses Reimbursed. Remote work opportunities.

### **MINIMUM QUALIFICATIONS:**

- Bachelor's Degree in Marketing/Communications preferred
- Excellent written and verbal communication skills and the ability to present information in a clear, concise manner;
- Experience using and managing social media accounts; website management
- Literacy in computer applications including graphic design software, word processing, excel, database management;
- Ability to handle multiple tasks while maintaining deadlines;
- Professional manner in dress and when interacting with others both inside and outside of the organization;
- Reliable transportation;
- Good team working skills;
- Self-motivated;
- Personal experience and/or an intimate knowledge of disabilities;
- Strong desire to see the Independent Living Philosophy carried out in the community.

### **PRIMARY RESPONSIBILITIES:**

- Create, plan, and implement a four-county wide marketing plan to build name recognition and increase intake and referrals and reduce stigma for the disability community
- Work with each service team internally to identify marketing needs and create marketing plan to meet those needs

- Generate leads and maintain consistent reach, awareness, and partnership opportunities
- Write, design, and publish compelling social media content reflective of RAMP's mission
- Manage and maintain content for organization's websites
- Manage organization's print/digital outreach materials
- Maintain an ongoing knowledge base of marketing trends, best practices, and innovations