



Marketing Manager Job Description

StableStrides mission is to significantly improve the wellbeing of individuals through a connection with horses. StableStrides, a 501(c)(3) corporation, is the only PATH Intl. premier accredited center in southern Colorado. Additionally, it is the oldest and largest center in southern Colorado.

<i>Job Title:</i>	Marketing Manager
<i>Hours:</i>	Non-exempt, Full-Time Position, mix of on-site and remote work, Monday through Friday, weekends and events as needed. 40 hours per week.
<i>Reports to:</i>	Executive Assistant
<i>Salary Range:</i>	\$16-\$22/hour

The Marketing Manager is responsible for the planning, development, and implementation of all of the organization's marketing strategies, marketing communications, and public relations activities, both external and internal. Oversees development and implementation of support materials and services in the area of marketing, communications, and public relations.

Five Key Activities to Ensure Success:

- Increase brand awareness – StableStrides will be a household name
- Ensure diversity, equity, and inclusivity within our marketing strategies – attract a broader range of audiences to ensure Equine Assisted Services are accessible to all
- Help ensure sustainable funding sources for the organization – Increase donor contributions by \$80,000 in the first year
- Ensure consistent messaging that is in line with the organizations values and culture across the organization – create a consistent brand that can be easily identified
- Maintain low donor and client acquisition costs

Qualifications

- Demonstrated skills, knowledge and experience in the design and execution of marketing, communications, and public relations activities
- Strong creative, strategic, analytical, organizational, and sales skills
- Demonstrates successful experience writing press releases, making presentations, and negotiating with media
- Experience designing and overseeing production of print materials and publications
- Computer literacy in word processing, data base management, and page layout
- Strong oral and written communications skills
- Ability to manage multiple projects at a time
- Minimum of 5 years' experience in marketing, communications, and/or public relations with demonstrated success, preferably in the not-for-profit or association sector
- Bachelor's degree in journalism, marketing, public relations, or similar preferred
- Experience working with volunteers is desirable

Marketing, Communications, and Public Relations:

- Participate as a key member of the organizations fundraising team
- Drive the organizations marketing and communications efforts through the creation and implementation of a clear and effective marketing plan
- Responsible for maintaining and growing the organizations social media presence.
- Responsible for maintaining the organizations website
- Responsible for the creation, implementation, and goal measurement of the organizations e-newsletters and marketing efforts
- Assist with editorial direction, design, production, and distribution of all organization publications
- Coordinate the appearance of all organization print and electronic materials such as letterhead, use of logo, brochures, etc.
- Assist in the development, coordination, and oversight of programs, technical assistance, and resource materials to assist in the marketing, communications, and positioning of their activities
- Develop the organizations regular direct mail appeals with the assistance of the Executive Director and development team
- Recruit, coordinate, and manage relationships with third-party marketing agencies for pro-bono work as needed
- Assists in projects as assigned, such as cause-related marketing and special event

Physical Demands and Working Conditions:

There are 2 types of working conditions and physical demands associated with this job:

- Working with and around horses. Working with and around farm and ranch equipment. Physically able to get around on foot in an outdoor environment, such as outdoor arenas, corrals, and barns, while working with horses.
- Office setting, therefore the noise level in the work environment is usually moderate. Work is generally sedentary in nature, but may require standing and walking. Use of hands to operate computer equipment. Frequent near vision use for reading and computer use.

Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

****StableStrides is an Equal Opportunity and Affirmative Action Employer. All employment candidates may be subject to background screening, and may be subject to a pre-employment drug screen.*