



Digital Media and Marketing Manager Job Description

Job Title:	Digital Media and Marketing Manager	Job Category:	Fundraising
Department/Group:	Advancement	Travel Required:	Some Travel Required
Location:	Conway Center	Other Work Hours:	
Level/Salary Range:		Position Type:	Full-Time (min of 40 hours per week)
HR Contact:	Melanie Cobb	Date Posted:	10/21/19
Will Train Applicant(s):	Seeking experienced Manager	Posting Expires:	When filled
External Posting URL:	http://thesannehfoundation.org/about-us/careers/		

OVERALL DESCRIPTION

The Digital Media and marketing Manager are a member of the management team and responsible for creating and implementing a comprehensive marketing, communications and public relations program that will enhance the foundation's image and position within the marketplace and the general public, and facilitate internal and external communications.

ROLE AND RESPONSIBILITIES

Digital Media & Marketing Management

- Develop and execute a comprehensive marketing plan focused on strengthening the brand and growing the organization's public awareness. Plan should include 3, 6 and 9-month project benchmarks. Plan should remain fluid and be continually updated depending upon priorities, with a long-term strategic goal of program success, financial development and public awareness. Plan should bring enhanced organization and professionalism to the organization through the definition and implementation of creative standards and practices.
- Ensure articulation of foundation's desired image and position, assure consistent communication of image and position throughout the foundation and to all constituencies, both internal and external.
- Responsible for editorial direction, design, production and distribution of all foundation publications including brochures, flyers and annual reports.
- Coordinate the appearance of all foundation print and electronic materials such as letterhead, use of logo, brochures, etc.
- Manage the foundation's online presence which includes direct email marketing campaigns, website content creation and maintenance, and social media advertising.
- Ensure that the foundation regularly conducts relevant market research and coordinate and oversee this activity.
- Leads projects such as cause-related marketing and special events marketing.

- Develop short-term and long-term plans and budgets for the marketing/communications/public relations program and its activities, monitor progress, assure adherence and evaluate performance.
- Ensure that evaluation systems are in place related to marketing/communications/public relations goals and objectives and report progress to the CEO and Board.
- Keep informed of developments in the fields of marketing, communications and public relations.

MINIMUM QUALIFICATIONS AND EDUCATION REQUIREMENTS

Education and Experience

- A bachelor's degree
- Proof of completion of coursed or classes in program evaluation and grant funding.
- Experience in a management position
- Strong oral and written communications skills
- Demonstrated successful experience writing press releases, making presentations and negotiating with media.
- Experience overseeing the design and production of print material's and publications
- Strong creative, strategic and analytical skills
- Experience developing and managing budgets, training, developing and appraising personnel
- Experience in digital content development and inbound demand creation through videos, blogs, PR, social media, ad words and web design
- Experience with Constant Contact, Salesforce, Adobe InDesign desktop publishing software a plus

Skills, Competencies and other Requirements

- Computer literacy in word processing, data base management and page layout
- Commitment to working with shared leadership and in cross-functional teams
- Ability to manage multiple projects at a time

Physical Demands and other notice

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. Must be able to lift up to ten pounds. Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a keyboard; and to verbally communicate to exchange information. VISION: See in the normal visual range with or without correction. HEARING: Hear in the normal audio range with or without correction.

The Sanneh Foundation is an affirmative action & equal opportunity employer. D/V/M/F. Applicants will be considered without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality, sex, or veteran status. If you require accommodation to apply for a position, please contact us at: 651.690.4855

The above is intended to describe the general content and requirements for the performance of this job. This position description is not to be construed as an exhaustive statement of duties, responsibilities or requirements

New Candidate:		Signature & Date:	
Approved By:	Tony Sanneh	Signature & Date:	10/21/19
Last Updated By:	Melanie Cobb	Signature & Date:	10/21/19