



**JOB DESCRIPTION**

**TITLE: Senior Marketing and Communications Manager**

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| <b>Department:</b>  | <b>Marketing and Communications</b>  |
| <b>FLSA Status:</b> | <b>X Exempt <input type="checkbox"/> Non-Exempt</b>                                |
| <b>Reports To:</b>  | <b>Executive Director</b>  |
| <b>Supervises:</b>  | <b>Event &amp; Marketing Manager (co-supervision); Interns, others as assigned</b> |

**SUMMARY**

Reporting to the Executive Director, the Senior Marketing and Communications Manager will function as a key member of an established and growing nonprofit organization dedicated to serving government and civic organizations with educational events and program coordination. This position will have a two-pronged business focus: 1) Establish and guide the strategy and implementation for all Fusion Learning Partners marketing and communications to consistently and effectively articulate the organization’s mission and strengthen its brand presence, and 2) Develop and execute marketing and communications strategies that will promote client and Fusion-sponsored programs, to drive participation and meet or exceed revenue goals.

The ideal candidate understands and embraces the role of marketing and communications as an internal and external service organization, working collaboratively with and providing critical value-added support for both staff and clients. He or she thrives in a fast-paced environment, has a passion for success and innovation, strategic vision for growth, high energy level, and demonstrates effective team leadership. This challenging and rewarding role requires a mix of big picture-thinking and detailed project planning and execution, strong interpersonal and collaborative skills as well as the ability to work independently, and leadership/supervisory experience. It involves a combination of strategic, creative and tactical work.

**PRIMARY RESPONSIBILITIES**

**Marketing & Communications**

Develop and implement strategic marketing and communications plans for the organization, the organization’s programs and events, as well as client-sponsored programs/events.

1. Organization (50%):

In collaboration with the Executive Director and other internal stakeholders as assigned:

- Develop, implement, track and evaluate an annual organizational marketing and communications plan;
- Create and implement strategies, content and tools that strengthen the organization’s brand and brand presence;

- Create and implement strategies, content and tools that support the organization's business development efforts;
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to the organization's website, social media, e-marketing, brochures, etc. — ensuring that new and consistent information is created/posted regularly;
- Ensure all of the organization's print and electronic marketing and communications materials and tools are accurate, polished and professional
- Mentor and lead team members (staff and interns) responsible for the execution of elements of the organization's marketing and communications efforts.

## 2. Fusion and Client-Sponsored Programs/Events (50%):

In collaboration with external clients and assigned internal event/program staff:

- Conduct or participate in comprehensive planning assessment/discovery, including gathering/reviewing client, attendee, and other external and internal feedback to determine event/program marketing and communication needs/parameters, objectives and history/culture
- Organize, chair or staff planning committees as required; work with groups and individuals to help identify target markets, and create consistent, compelling event messaging and brand image
- Develop marketing and communication plans/campaigns and budgets which meet stated marketing and revenue goals, adhere to project timelines and utilize available resources appropriately
- Develop and/or coordinate the copy, design and production of all related marketing and communications materials including websites, email campaigns, PDF or print materials, ensuring items meet deadlines and are within budget
- Develop and/or coordinate the development and implementation of social media campaigns
- Oversee all promotional mailing lists, ensuring lists are comprehensive, accurate and segmented according to specific markets.
- Ensure all print and electronic marketing and communications materials and tools are accurate, polished and professional
- Determine and onboard required personnel to fulfill marketing and communications services (internal, external service providers & client)
- Mentor and lead team members (staff and interns) responsible for the execution of elements of marketing and communications efforts
- Prepare activity and forecast reports for tracking promotional activities against goals
- Develop and/or coordinate the development of final reports to include infographical data and information
- Prepare for and participate in event debrief meetings to discuss results of marketing and communication efforts and document lessons learned
- Provide accounting and/or event/program management staff with accurate expense information to assist in event budgeting, forecasting and final financial reporting.

### Leadership & Supervision

Provide staff/intern supervision, coaching and mentorship; make or adjust work assignments as needed; and oversee quality control and continuity of all Fusion marketing and communication services.

#### 1. Staff/Intern Supervision:

- Provide leadership, motivation, direction and support to assigned staff/interns
  - Orient, train and provide ongoing training and professional/skills development
  - Determine and assign work, and communicate how successful performance will be measured
  - Ensure staff/interns are working under current/relevant job descriptions, updating job descriptions as needed and submit them to the Executive Director for approval
  - Evaluate and discuss performance informally on an ongoing basis and formally after the 3 month probationary period and on an annual basis; recommend performance-based recognition as indicated
  - Approve and sign off on time records, requests for time off and expense reimbursements
  - Help staff/interns address and resolve a wide variety of concerns and complaints; address performance problems through corrective actions
2. Contract employees:
- Determine and support the appropriate, value-added use of temporary personnel resources for marketing and communication activities
  - Identify and recommend a plan for supplementing Fusion staff with contract employees
  - Identify and/or recruit contract employees, coordinate and oversee their work.
3. Quality Control and Process Improvement:
- Ensure the consistent use of Fusion and event brand and messages, and ensure high quality finished print and electronic material
  - Revise existing /or develop new processes, procedures and tools for marketing and communications planning and production, ensuring accessibility requirements are met when required
  - Train and provide ongoing guidance and support to staff on the use of processes, procedures and tools
  - Ensure effective project management and cross-functional collaboration among staff teams

## **SECONDARY RESPONSIBILITIES**

1. Assist with onsite event tasks including onsite marketing/communications efforts, as well as registration/check-in and other onsite duties as assigned
2. Represent Fusion Learning Partners at marketing/outreach events and presentations
3. Stay abreast of developments in topic areas related to assigned programs through research and ongoing professional development

## **JOB SPECIFICATIONS**

### **Education and Experience**

- Bachelor's Degree in Marketing, Communications or related field; or a combination of education and relevant work experience to total 10 years
- Minimum 6 years experience managing marketing and communications, ideally in a progressive leadership role, within a complex nonprofit organization (number and variety of internal and external clients and constituents)
- Demonstrated experience in promotional marketing for events, including the development of content and

tools for sponsorship/tradeshow sales

- Demonstrated experience and expertise in digital marketing to include website, SEO, apps, content marketing and social media
- Experience writing, designing and overseeing production of diverse print collateral
- Experience managing multiple, simultaneous complex projects
- Minimum 2 years experience supervising staff and/or interns

## **Knowledge, Skills and Abilities**

Knowledge of:

- Event planning and event marketing practices and processes
- Marketing project management
- Fiscal management practices & processes (budget development, implementation & reporting)
- Principles of supervision, employee engagement and staff development
- Preferred knowledge of local and state government, civic/community organizations, nonprofits and higher education

Ability to:

- Anticipate project needs, discern work priorities and meet deadlines with little supervision;
- Be adaptable, flexible, energetic, innovative, and extremely productive with a high degree of initiative
- Be communicative and collaborative in approach, open to new ideas and development, with the ability to work seamlessly and effectively with diverse internal and external clients and stakeholders
- Position marketing and communications discussions at both the strategic and tactical levels
- Prepare for and lead planning committee meetings
- Be resourceful – obtain and learn information needed to do the job from all relevant sources
- Stay calm under pressure and successfully manage multiple projects and time-sensitive demands
- Establish a broad resource network and maintain effective and cooperative working relationships
- Develop and implement ideas and programs — conduct or carry out procedures and activities to improve programs or products
- Learn new systems and tools quickly
- Think and act like an entrepreneur

Skills:

- Outstanding written and verbal communication
- Proficiency using current marketing and communications tools and software, including graphic design and digital marketing
- Proficiency in Microsoft Office Suite (Word, Excel, Outlook)
- Excellent time management, organization and project management
- Creative problem-solving
- Customer service

## **PHYSICAL REQUIREMENTS NECESSARY TO PERFORM THIS JOB**

Incumbent must be able to:

- Be indoors, sitting at a desk for the majority of the day
- Travel to and from event sites (primarily local, some outstate and some outside of the state); must have driver's license and access to a car
- Work extended hours including some nights, weekends and early mornings as needed
- Must be able to pack, lift, and transport program equipment and materials to and from programs
- Must be able to set-up rooms for meetings if necessary – move some tables and chairs, set-up equipment
- Must be able to lift up to 10 pounds on a regular basis; up to 30 pounds occasionally

## **TOOLS AND EQUIPMENT USED**

Incumbent must be able to:

- Operate standard office equipment (phones, personal computer, copier, printer, etc.)
- Use personal smart phone for remote connectivity (email, phone, voicemail)

## **WORK ENVIRONMENT**

- Currently 100% remote work environment; future will be a mix of remote and office time (St. Paul).

## **COMPENSATION & BENEFITS**

- The 2021 salary range for this FT exempt position is \$57-71K
- Benefits include 401K with employer match, paid holiday/vacation/sick time, Health Reimbursement Account (HRA) to offset health expenses and insurance, life insurance, employee assistance and gainsharing.

*This job description does not necessarily list all the functions or accountabilities of the job. Employees may be asked by management to perform additional duties and tasks and employees are expected to continually assess where their assistance would benefit their coworkers and the organization and step in to fill those gaps. Management reserves the right to revise and update job descriptions at any time.*