

Position: Marketing & Communications Manager

Post date: February 18, 2019

Start date: Immediate

Location: Canton, Connecticut

Overview

The principle role of the Marketing & Communications Manager is to develop and implement an integrated communications program for the organization, ensuring all internal and external communications are consistent, compelling and effective. She/he will refine and create key messaging about the work and impact of Favarh, writing and delivering content designed to reach and motivate target audiences in order to help increase awareness and understanding, build relationships, encourage engagement, and increase support.

As “the voice” of the organization, the Manager is responsible for the planning and sharing of our story in ways that effectively articulate and advance our mission of making the world a better place for people with intellectual and developmental disabilities (IDD). She/he will lead efforts to help refine and enhance the brand, image and reputation of Favarh through an intentional program of public relations, advertising and integrated communications.

Primary Responsibilities

Key Messaging: The Manager will be responsible for generating inspirational stories and content for all forms of communication, and strategically disseminating through the most effective channels and tactics.

- Conceptualize, write and develop critical content (written and visual)
- Deliver content across all appropriate channels (print, digital, PR, publicity)
- Prepare content for presentations and materials
- Design communications that position Favarh as the experts in advocating for and providing superior services to those impacted by IDD
- Clarify talking points and guide all stakeholders (employees, board members, volunteers) on how best to talk about and share the Favarh story

Web and Digital Communications: Guide and support the enhancement of the agency’s website and social media presence, establishing plans, standards and content for all digital communications.

- Design a goal-based social media plan that effectively engages target audiences
- Write for, post, maintain and monitor social media channels
- Plan for, create and distribute e-communications (e-mails, e-newsletters, etc.)
- Oversee and lead the work of others to enhance and maintain our digital presence and the website, ensuring the user experience of target audiences is effective

Public and Media Relations: Lead the agency’s PR strategy to ensure a constant and positive presence in the eyes of the businesses, individuals and communities we serve.

- Plan for, write, edit, prepare and distribute press releases
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Market the latest programs, projects and events (i.e. new apartment complexes, collaborations and partnerships, annual fundraiser, etc.)

- Build and maintain successful relationships with key media representatives and serve as the point of contact for external media requests
- Research and discover new methods and opportunities to broaden our reach and to position Favarh and its employees as trusted, expert resources for the media

Brand Management: Ensure the developed brand and image of Favarh is authentic, consistent and of the highest quality.

- Plan for, design and deploy advertising, print pieces and all branded materials
- Refine and maintain the visual brand and messaging standards and guidelines
- Design, review and approve branded projects (e.g. apparel, gifts, promotional items, signs, etc.)
- Manage preparation, approvals and production of all print and other materials (e.g. brochures, invitations, stationery, signage, banners, etc.)

Other Responsibilities

- Create and maintain master communications calendar (by audience, segment, division)
- Be the spokesperson and point of contact for agency, as directed
- Support outreach and community relations
- Graphic design, photography and video work and management
- Write and edit remarks, correspondence and presentations for others
- Determine and provide ongoing measures, analytics and metrics for marketing and communications tactics, including digital, social, advertising and media
- Work with volunteers relative to marketing and communications of the agency
- Train others on communications, brand, crisis comm., media relations, etc.
- Provide occasional, general support for Favarh events and programs

Relationships

The Marketing & Communications Manager will report to the Executive Director. She/he will also advise and work collaboratively on internal and external communications needs of the eight division directors and board members, as appropriate. The Manager is a member of the central staff, a group of dedicated individuals who support one another in the varied and important roles each plays in the organization. The Manager will work collaboratively with others on some communications priorities and projects.

Qualifications

- Bachelor's degree in communications, marketing, journalism, or similar discipline
- Two to five years of experience in marketing, communications or public relations
- A compelling, experienced writer who understands and demonstrates the impact, importance and potential of words and the power of all types of media
- Experience working with the media and news outlets
- Experience in social service, a non-profit, service-oriented organization, a plus

Skills

- Excellent communication skills – an effective writer, editor and communicator
- Ability to present information in a concise manner both verbally and in writing

- Strong organizational skills and attention to detail
- Excellent time management skills, and ability to juggle multiple priorities
- Self-starter who can work independently
- Supportive approach, strong work ethic, and personable
- Knowledge of Behavioral Insights and applications for communications
- Computer and social media skills. Proficient in Microsoft Office suite (Excel, PowerPoint, Word), and social channels (Twitter, Facebook, Instagram, SnapChat, YouTube, etc.).
- Experience with inbound marketing, SEO, digital campaigns, CRM programs, a plus
- Ability to work collaboratively across the organization
- The ability to work occasional evenings and weekends for special events
- Planning communications from concept to delivery, including estimating, proofreading, managing vendors and costs

Compensation and Benefits

Compensation for this position is based on skills and experience. Company benefits include flexible work schedules; health, dental and life insurance; and employer matched 403(b) retirement plan.

To Apply

Interested candidates should submit a letter of interest, resume, and writing samples along with any other representative materials and/or online portfolio via email to:

Hiring Manager

RE: Favarh, Marketing & Communications Manager
ArborMarketingServices@gmail.com

Application deadline: March 15, 2019

No calls please.