



845 West Ridge Road, Gainesville, GA, 770-532-6617, www.HSNEGA.org

POSITION: Marketing Manager
REPORTS TO: Development Director
GRADE LEVEL: Experienced
HOURS: 40 hours, however, this position may have varying working hours including the ability to work nights and weekends as needed
CLASS: Full-time, exempt

SCOPE OF POSITION

The Marketing Manager is responsible for planning, development and implementation of all of HSNEGA's marketing strategies, marketing communications and public relations activities, both external and internal; overseeing development and implementation of support materials in the area of marketing, communications and public relations; directing the efforts of the marketing, communications and public relations team; and coordinating at the strategic and tactical levels with the other departments of HSNEGA.

Core Responsibilities

Strategic

- Serves as a member of the leadership team working with the Development Director and other management staff in charting the strategic direction of HSNEGA while ensuring its accountability to all constituencies and its effective operation
- Creates, implements and measures the success of a comprehensive marketing, communications and public relations program that will enhance HSNEGA's image and position within the community and the general public
- Oversees internal and external communications and all marketing activities and materials including publications, media relations, social media, etc.
- Ensures articulation of HSNEGA's desired image ("branding") and position including consistent communication of image and position to all constituencies, both internal and external
- Oversees editorial direction, design, production and distribution of all organization publications and print materials
- Coordinates media interest in the organization and ensures regular contact with target media and appropriate response to media requests
- Coordinates the appearance of all organization print and electronic materials such as use of logo, brochures, etc.
- Ensures the organization regularly conducts relevant market research, and coordinates and oversees this activity including regularly monitoring trends
- Leads projects as assigned, such as cause-related marketing and special events

Marketing

- Responsible for the achievement of marketing/communications/public relations departments goals and financial objectives. Ensures that evaluation systems are in place related to these goals and objectives and reports progress to the Development Director
- Develops short- and long-term plans and budgets for the marketing/communications/public relations program and its activities including monitoring progress, assuring adherence and evaluating performance
- Recommends short- and long-term marketing/communications goals and objectives to the Development Director

- Develops integrated communications plans for the organization's services, events, programs, and other outreach. Seeks input and collaborates with other team members as needed for success of plans
- Develops, implements and monitors systems and procedures necessary to the smooth operation of the marketing/communications/public relations function
- Keep informed of developments in the fields of marketing, communications and public relations, especially as it relates to the not-for-profit field, to help HSNEGA operate with initiative and innovation

Brand Management

- Works with staff and volunteers to develop and maintain a strategic perspective based on marketplace and constituent needs and satisfaction and ensure the overall health and vitality of HSNEGA
- Helps ensure HSNEGA's philosophy, mission and vision are pertinent and practiced throughout the organization
- Develops and coordinates means to seek regular input from HSNEGA's key constituencies regarding the quality of programs and services
- Monitors HSNEGA's brand across all communication platforms to ensure proper usage/implementation by staff and volunteers and adherence to organizational social media policies

Leadership

- Maintains a climate that attracts, retains and motivates top quality personnel
- Recruits, trains, appraises, supervises, supports, develops, promotes and guides qualified personnel, both paid and volunteer
- Ensures effective management within the marketing, communications and public relations function with provision for succession
- Designs, supports and oversees cross-functional teams throughout the department
- Effectively enable volunteers and staff so they can take action on behalf of HSNEGA
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; and participating in professional societies

Digital Communication

- Oversees the development, management and success of HSNEGA's digital/online communication platforms including strategies to increase engagement with donors, clients, volunteers, influencers and other key publics
- Creates and sustains online and social media-based revenue generating campaigns that convert viewers into financial supporters
- Designs effective strategies that improve online viewership metrics and Google analytics social media algorithms
- Ensures the overall digital communication effectiveness of the organization, maximizing every opportunity for consistent, proactive communication efforts
- Ensures consistent branding and messaging for HSNEGA across all platforms
- Actively collaborates with the Development Director on online fundraising strategies including coordinating, managing and tracking all online advertising and solicitations
- Oversees the daily management of HSNEGA's social media sites and the development of annual calendars for all online communication outlets in conjunction with organization's services/programs and events as well as culturally relevant events on a local, regional, and national scale
- Oversees and directs the ongoing development of the organizational website including graphics and content
- Evaluates and reports on social media/online marketing effectiveness and analytics; uses analytics to recommend and implement changes to online programs as needed
- Oversees e-communications (email) with all constituencies including strategic implementation and ongoing analysis

Knowledge & Skills

- 2+ years experience in marketing, communications or public relations with demonstrated success
- Excellent writing and editing skills with the ability to identify and articulate engaging, creative and persuasive messages
- Careful attention to detail, especially spelling, grammar and punctuation. Knowledge of AP style preferred
- Proficient in Social Media Advertising, Google Ads and Adwords, SEO optimization; Certification preferred

- Proven experience with social media platforms including the ability to write concise, clear and engaging copy
- Understanding of web design tools like WordPress and online marketing tools required
- Graphic design experience and working knowledge of Photoshop, InDesign, Canva or Illustrator preferred
- Strong project management skills including the ability to work independently while tracking and managing multiple projects and tasks in a timely fashion
- Collaborative team player with the ability to effectively and professionally communicate with a wide variety of stakeholders
- Strong proactive work ethic and ability to take ownership of assigned duties. Must be a self-sufficient self-starter and driven to meet or exceed expectations
- Understands the basic skills of photography and videography

Certificates, Licenses, Registrations

- Must possess a valid and unrestricted driver's license

Physical Requirements and Work Environment

- Regularly sits at a computer station and operates electronic equipment
- Regularly works with/exposed to animals/animal allergens with limited alternatives available
- Some regional travel may be required