

**Anchor Center for Blind Children
Job Description**

JOB TITLE: Marketing and Communications Manager	DATE: June 2019
REPORTS TO: Director of Development and Community Relations	SCHEDULE: Full-time

Purpose of Position

The Marketing and Communications Manager is responsible for managing all aspects of Anchor Center's strategic communication efforts to promote the Center's programs and services, support the Center's fundraising efforts, and enhance the Center's visibility and brand. This position requires a stellar communicator, particularly in written form, while also having a detail oriented yet keen artistic eye. Experience in administering social marketing platforms, including website management, is crucial.

Essential Duties and Responsibilities

Communications

- Develop and implement an integrated communications plan to advance Anchor Center's brand identity, broaden awareness, and increase visibility of its programs and services.
- Create and manage Anchor Center's electronic communications including website, email marketing, social media, video production and other digital media sources.
- Create and manage Anchor Center's marketing collateral materials and print communications including newsletters, e-blasts, annual reports, and both program and fundraising event related materials. Ensure all marketing materials meet Anchor's graphic and professional standards.
- Pursue new and effective marketing and advertising opportunities to promote the programs, services, activities, events and accomplishments of Anchor Center.
- Create and manage materials and toolkits for public presentations, including power points, videos and printed materials.
- Work with staff to insure all communications and materials accurately reflect the Center's programs, services, activities and accomplishments.
- Support Anchor Center's fundraising activities, including strategizing and managing digital marketing and fundraising campaigns, as well as writing content for direct mail pieces, event collateral, annual reports, etc,
- Represent Anchor Center in a professional and positive manner both within the organization as well as in the community
- Work with vendors central to communication efforts including but not limited to printing, production, distribution, graphic design, website, advertising and video.

Other

- Manage, train and evaluate interns/volunteers for specific communications support as needed.

- Other duties that may be assigned from time to time to support the marketing and development activities of the Center.

Qualifications

- Bachelor's degree in related field
- Keen understanding of communications and marketing practices
- Minimum of 3 years of marketing/communications experience. Experience in the nonprofit industry preferred
- Skilled in social marketing and website administration
- Possesses excellent written and verbal communication skills; a great "story teller"
- Detail and task oriented
- Creative and strategic
- Excellent follow through and problem solving skills
- Ability to manage multiple projects and be flexible
- Excellent team player

Knowledge, Skills and Abilities

The ideal candidate has professional experience in:

- Creating impactful marketing collateral
- High-level web content and administration - preference to those with experience working in WordPress
- Digital and print campaigns, including Facebook, Twitter, Instagram, etc. to target and connect with unique stakeholder groups
- Google analytics. social media marketing and analytics and reporting,
- Graphic design using Adobe Suite
- Marketing or fundraising database competence; experience in using Raisers Edge preferred

Working Environment

- Primary work environment is an office setting within Anchor Center's early childhood education center; traveling to/attending meetings in the community is also required.
- Frequent interface with the Center's classroom and recreational environment, including being with children with limited or no vision and their family members.

Physical Activities

- Able to lift 40lbs

This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the job.

Anchor Center is an Equal Opportunity Employer.