

Council for exceptional children

JOB description

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| **Job Title:** | Communications and Marketing Manager |
| **Department:** | Public Affairs  |
| **Reports To:** | Director, Communications and Publications |
| **FLSA Status:** | Exempt |

**Position Summary:** Manages communications and marketing activities for the Council for Exceptional Children, under the direction of the Director of Communications and Publications. Manages the development, implementation, oversight and tracking of communications and marketing initiatives for CEC and internal clients in support of established goals. Works collaboratively with internal and external stakeholders on projects to identify communications and marketing goals, implement tactics and measure results.

**Essential Duties and Responsibilities:** To perform this job successfully, an individual must be able to perform the following satisfactorily; other duties may be assigned. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

MARKETING

* In collaboration with staff, volunteers, and subject matter experts, develop an annual overall marketing strategy and promotion plan for CEC products, services, and events.
* Serve as in-house expert for guiding best practices for all staff teams in developing marketing strategies.
* In conjunction with departmental and project teams, write and edit engaging marketing copy across multiple platforms, including the website, social media and digital newsletters, along with marketing collateral such as brochures, email, and in-house advertisements.
* Identify key messages for new and ongoing initiatives and develop plans to apply these in a consistent and strategic manner across all ongoing marketing campaigns.
* Work with digital media team to develop collateral and graphics needed to execute marketing campaigns, which may include email marketing, social media posts or paid ads, videos, press releases, etc.
* Deploy each deliverable of the marketing campaign, which may include emails, social media posts or ads, newsletter content, etc.
* Evaluate marketing campaigns, email delivery, and social media ROI effectiveness and adjust campaigns for improved performance.
* Collaborate with Strategic Partnerships team and external partners to deliver quality email, social, and other digital communication services and reports for sponsors and collaborators.

COMMUNICATIONS

* Write, design and deploy member-focused communications to share information about CEC, its value, its products, and its messaging. This may include newsletter articles, blog posts, emails, etc.
* Manage social media presence as a tool for conventions, member value, and resources.
* Advise staff on strategies to repurpose content and resources through multiple channels.
* Assist in creation and deployment of five CEC newsletters; act as editor for weekly Special Education Today e-newsletter and media roundup.
* Support the creation and deployment of emails and other deliverables related to sponsors and other strategic partners.
* Develop and update CEC style guide for written content; train all staff on usage.
* Assist Director in being a resource to press, staff, volunteers, CEC Components, and others who communicate with members.

**Competencies:** To perform the job successfully, an individual should demonstrate the following.

**Communications** - Exhibits good listening and comprehension. Expresses ideas and thoughts in written form. Expresses ideas and thoughts verbally. Keeps others adequately informed. Selects and uses appropriate communication methods.

**Customer Service** - Displays courtesy and sensitivity. Manages difficult or emotional customer situations. Meets commitments. Responds promptly to customer needs. Solicits customer feedback to improve service.

**Dependability** - Commits to doing the best job possible. Follows instruction. Keeps commitments. Meets attendance and punctuality guidelines. Responds to requests for service and assistance. Takes responsibility for own actions.

**Planning & Organization** - Integrates changes smoothly. Plans for additional resources. Prioritizes and plans work activities. Sets goals and objectives. Uses time efficiently. Works in an organized manner.

**Quality** - Fosters quality focus in others. Improves processes. Measures key outcomes. Sets clear quality requirements. Solicits and applies customer feedback.

**Use of Technology** - Adapts to new technologies. Demonstrates required skills. Keeps technical skills up to date. Troubleshoots technological problems. Uses technology to increase productivity.

**Qualifications:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Education/Experience:** A bachelor's degree or equivalent experience and a minimum of 4 years related experience including advertising, membership, and/or marketing experience, preferably in an association or within the education field; experience with advertising, email and social media marketing is preferred; demonstrated ability to communicate clearly and effectively, both orally and in writing; ability to maintain records and materials in an organized manner, attend to details with accuracy, and handle multiple tasks simultaneously.

**Reasoning Ability:** Creative ability and resourceful problem-solving skills; ability to multi-task and adapt to changing needs and priorities

**Math Ability:** Frequent use of general math concepts to develop spreadsheets, track budgets and analyze data.

**Language Ability:** Strong English language abilities, ability to communicate well in written and spoken form.

**Computer Skills:** Proficiency with email marketing platforms and list optimization (Informz preferred). Proficiency with list management/CRM databases (NOAH preferred). Proficiency in Microsoft Office Suite, including Word, Excel, and Powerpoint. Familiarity with website content management systems (Drupal preferred). Experience with Adobe Creative Cloud is a plus.

**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is performed primarily at a desk using a computer. Long periods of sitting and using a computer screen are required.

**CEC requires employees to be vaccinated as a condition of employment, subject to medical accommodation**

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

**Salary Range**: $75,000.00 – 85,000.00 Annually

To apply, please send your resume, a cover letter, a writing sample, and a marketing sample to spedjob@exceptionalchildren.org.