Job Description – Marketing & Communications Manager

Position Title: Marketing & Communications Manager
Reports to: Director of Communications & PR
Department: Communications
Date: 3/22/2022

What this position is all about:
Rocky Mountain Children's Health Foundation is entering a whole new chapter, with exciting growth plans in the works. To help bring those plans to life, we are looking someone who is highly motivated, passionate about children and families, and experienced in both digital and print marketing. By taking ownership over our day-to-day communications and contributing to outreach strategies, you will have a direct hand in growing the Foundation. If you're looking for a dynamic, collaborative marketing position where you can have a meaningful impact on the community around you, this is the job for you.

Who we are:
Rocky Mountain Children's Health Foundation is a nonprofit organization focused on children and families. Through our work both directly with families and through medical professionals, we provide much-needed relief and comfort for sick children and infants. Whether it's a newborn in need of donor human milk to thrive, a child with a serious illness looking for the companionship of a furry friend, or a family who needs to buy gas to visit their child in the hospital, we are there for them when and how they need it most.

What you’ll do:

- Manage the design, development, and production of marketing materials
  - Create and update digital and print collateral, including brochures, flyers, postcards, direct mail pieces, email templates, etc.
  - Ensure our brand is consistently represented across our materials in a way that is engaging and compelling
  - Produce invitations, programs, flyers, etc. for fundraising events (including our annual gala, toy drives, and diaper drives) and community/professional programming (including Baby Café and Colorado Lactation Journal Club)
  - Respond to requests from the RMCHF team for new or improved collateral
  - Maintain relationships with marketing vendors, including off-site printers

- Create written content for digital and print materials
  - Develop comprehensive content calendar that mirrors our annual marketing plan with relevant, timely, and compelling content
  - Gather stories and photos from the people we serve to share with our audiences
  - Write content for our website, social media channels, blog, and emails
  - Collaborate with the Development team to support fundraising efforts, including writing copy for fundraising campaigns, events, etc.

- Maintain an active online presence for the organization
  - Oversee our social media channels, including creating content, managing ad campaigns, and responding to messages and comments in a timely manner.
- Maintain our website's functionality, including updating plugins, tracking issues, and renewing domains, collaborating with our web developer and hosting partners
- Manage Google AdWords, SEO, and Google Analytics, serving as liaison to third party contractors where applicable
- Stay up to date on best practices for digital marketing to ensure our online presence stays functional, accessible, and relevant
- Manage email campaigns through our CRM

**Contribute to RMCHF's marketing and outreach strategies**
- Work closely with the Director of Communications & PR to develop annual marketing plans, in tandem with the organization’s overall strategic plan
- Co-develop marketing objectives and identify effective tactics for achieving them

**Track key marketing metrics and report on progress**
- Identify key performance indicators related to our marketing objectives
- Provide quarterly and annual reports on key performance indicators, along with recommendations for adjustments/improvements
- Leverage planning tools like Asana and Hootsuite to stay on top of tasks and track progress.

**What we're looking for:**
- An established professional with at least three years of experience in communications and marketing
- A tech-savvy creative with strong knowledge of design concepts, information architecture, search engine optimization, and writing styles. This knowledge should be paired with an ability to apply it using tools like Adobe Creative Suite, Canva, CRMs, Wordpress, Hootsuite, and Microsoft Office.
- A hard worker who can handle multiple projects at once, all while keeping RMCHF's brand top of mind
- A detail-focused fast learner with analytics experience and exceptional follow through
- A collaborator who enjoys connecting with others to generate content
- A community-minded individual interested in making a difference
- Knowledge of nonprofit communications a plus

**The logistics:**
- **Salaried position.** Starting salary range $50,000-54,000/year
- **Opportunity for hybrid work,** to be discussed with manager
- **Working Environment:** The employee will be expected to perform most job duties independently and in accordance with established departmental and foundation policies and procedures.
- **Physical Activities:** Must have auditory, visual and physical skills to be able to perform tasks as outlined in the job description

**How to apply:**
Please submit resume, cover letter, and portfolio to Jodye Whitesell at Jodye.Whitesell@rmchildren.org. Portfolio should include both design and writing samples.

*Note: This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the job. Employees are responsible for all aspects of the position.*

*We do not discriminate on the basis of race, color, religion, national origin, sex, age, disability, genetic information, or any other status protected by law or regulation. It is our intention that all qualified applicants are given equal opportunity and that selection decisions be based on job-related factors.*