

Arlington Life Shelter

Job Title: Marketing Manager
Department: Development & Marketing
Payroll Status: Exempt- Full Time
Reports To: Executive Director
Preparation Date: 3/22

PURPOSE:

The Marketing Manager will develop and execute a comprehensive marketing strategy designed to grow the mission and brand of Arlington Life Shelter, assuring the agency's relevance as a leading service provider for individuals and families experiencing homelessness in North Texas.

This position requires someone who is highly organized and detail-oriented and has the ability to manage multiple projects. This individual displays creativity and thoughtfulness in storytelling concerning the agency's mission.

CORE COMPETENCIES:

Planning, priority setting, verbal and written communication, technically savvy

DUTIES AND RESPONSIBILITIES:

- Lead the overall internal and external communications strategy for Arlington Life Shelter, which includes, developing the strategy, vision, and structure for Arlington Life Shelter's marketing, branding and communications program.
- Create and execute a comprehensive communications plan each year in support of the agency's mission and strategic goals.
- Managing and growing Arlington Life Shelter's social media presence.
- Plan, implement, and monitor the success of all marketing, branding, and communications initiatives, including campaigns related to fundraising efforts in collaboration with other team members.
- Manage Arlington Life Shelter digital assets including categorizing and archiving, photos, videos, and marketing materials.
- Responsible for the development and execution of website content and email communication. (Constant Contact, Brad Cecil & Associates)
- Edit, proofread, and repurpose content as needed to ensure that it is accurate, compelling, and on-brand.
- Track, analyze and report marketing projects, metrics, and expenses.
- Coordinate, engage and build relationships with a network of reliable external agencies and marketing professionals to assist with various communications initiatives.
- Develop a cohesive messaging platform for internal and external audiences, including all relevant brand standards.
- Perform review of agency brand and offer recommendations for updating to best communicate the agency's impact.
- Create, schedule, and manage digital sign
- Collaborate and execute all third-party fundraisers

GENERAL SKILLS AND QUALIFICATIONS:

- Bachelor's degree in communications, journalism, marketing, public relations.
- Minimum of 5 years of experience in marketing, communications, or public relations with

demonstrated success.

- Minimum of 3 years of experience managing social media accounts for an organization or company.
- Proficient in Microsoft Office.
- Proficient in Adobe Creative Cloud, including Photoshop, InDesign, Illustrator, Premier Pro, or similar graphic design programs.
- Proficient in the creation and implementation of content for social media platforms.
- Experience in a rebranding of an organization
- Ability to accomplish projects independently.
- Excellent interpersonal skills with a high level of professionalism.
- Positive collaborative spirit and team-oriented attitude.
- Strong oral and written communication skills.
- Superior time management skills, multi-tasking abilities, team playing skills.
- Can work equally well with staff members, clients and volunteers
- Knowledge of and/or experience with social service organizations desired.
- Can relate well to persons with varied backgrounds and beliefs.
- **Other Duties:** In accordance with the team philosophy of the agency, will routinely be required to carry out or assist with other tasks in addition to the activities listed above, as assigned by supervisor. Must act in accordance with the agency's mission statement and goals.

CHALLENGES OF THE POSITION:

The challenge to the individual holding the Marketing Manager position is functioning in an environment characterized by growth and transition. On an ongoing basis, the main challenge is an ability to thrive in an environment that requires significant self-initiative, flexibility, anticipate project needs, manage multiple projects at once, and collaborate among many team members both internal and external to Arlington Life Shelter.

PHYSICAL REQUIREMENTS:

The physical requirements and work environment characteristics described here are representative of those encountered by an employee performing the essential functions of this job.

- Moderate stress level
- Moderate noise level
- Regular and predictable attendance
- Occasional standing and lifting of at least 20 pounds
- Long periods of sitting
- Occasional weekend and /or evening availability
- Occasional local travel

LIMITATIONS AND DISCLAIMER

The above job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position.

All job requirements are subject to possible modifications to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a threat or significant risk to the health

and safety of themselves or other employees.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform other job-related duties as required by their supervisor in compliance with Federal and State Laws.

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an "at-will" basis.