



Communications and Marketing Manager
Full-time, year-round (40 hrs. per week)

JOB SPECIFICATIONS

POSITION SUMMARY

The Communications and Marketing Manager is responsible for developing, implementing, maintaining and evaluating a comprehensive communications and marketing program for The Childhood League Center. Working in collaboration with the Chief Executive Officer, Chief Advancement Officer, Chief Program officer and League volunteers, the manager will perform a wide range of services focused on promoting and enhancing awareness of the mission of The Childhood League Center among key audiences.

REPORTING STRUCTURE

This position reports to the Chief Advancement Officer with the following responsibilities:

MEDIA AND PUBLIC RELATIONS

- Develops and implements media and public relations strategy designed to obtain positive, high quality, informative media coverage of The Childhood League Center, its mission, and its programs.
- Manages media databases and maintains ongoing effective relationships with print and electronic media contacts. Proactively seeks out media opportunities and tracks coverage.

INTEGRATED MARKETING COMMUNICATIONS

- Responsible for coordination and consistency of messaging across channels and mediums. Including but not limited to traditional media, web and social.
- Creates, produces, and manages distribution of internal and external print and electronic marketing communications materials, newsletters, brochures, and similar collateral.
- Manages The Center's websites and social media accounts, ensuring relevance, timeliness and support of organizational goals and objectives.

STRATEGIC COMMUNICATIONS

- Develops and implements a short and long-term integrated communications plan in conjunction with input from the Chief Advancement Officer.
- Assists with planning and coordinating events, including community awareness and community fundraising events.
- Acts as agency guide for brand management in external communication. Ensures brand integrity is upheld through all forms of external communication

- Establishes and supports agency-wide initiatives related to building relationships, communicating service excellence and image in communities and fields where The Childhood League Center is a player.

ADDITIONAL DUTIES

- Present a positive, professional image of The Center at all times
- Miscellaneous duties as assigned

EDUCATION AND QUALIFICATIONS

- Minimum of an undergraduate degree in marketing, communication, journalism, public relations or related field required
- 2-4 years work experience in public relations, marketing or communications required
- Superb writing and editing skills and a strong sense of narrative and story-telling required
- Excellent presentation skills and the ability to effectively interact with board members, volunteers, donors and staff required
- Highly creative with outstanding energy and motivation required
- Goal-oriented individual with proven track record of meeting deadlines required
- Graphic design experience and knowledge of software desired
- Photography and videography experience desired
- Understanding of non-profit business models desired
- Ability to function in a fast-paced environment and manage multiple, competing priorities
- Timely and reliable, keeps track of responsibilities and completes them in a timely manner
- Takes charge in solving problems and can be creative in finding appropriate solutions
- Excellent organization and communication skills
- Excellent listening skills and ability to retain and capture concepts
- Displays consistent accuracy and attention to detail
- Requires **some** early mornings, evenings and weekend hours
- Possession of a valid Ohio driver's license; willing to travel locally using own transportation (mileage reimbursed).

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by a teammate to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to, stand, sit; talk, hear, and use hands and fingers to operate a computer and telephone keyboard. Specific vision abilities required by this job include close vision requirements due to computer work. Light to moderate lifting (30lbs) is required. Regular, predictable attendance is required.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those she/he encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Moderate noise (i.e. business office with computers, phone, and printers). Ability to sit at a desk for an extended period of time.

ABOUT THE CHILDHOOD LEAGUE CENTER

Founded in 1945, The Childhood League Center serves 450+ children each year who are under 6 and who are at risk or have special needs. We have two major programs: Early Intervention and Preschool for which The Center provides the best education, interventions and therapies. Alive with energy and excitement, each day Center children with and without special needs actively explore an enriched environment, develop new skills, learn with and from one another while discovering the joys of friendship.

The Childhood League Center is dedicated to building a culturally diverse and inclusive staff. We welcome and strongly encourage applications representing all backgrounds, life experiences, beliefs and demographics to ensure the rich diversity of our community is fully integrated, creating an optimal environment to prepare children for future success.

The Childhood League Center is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.

Interested candidates should e-mail resume, cover letter, salary requirements and references to Paula Litton, Chief Operating Officer, at PaulaL@childhoodleague.org