Overview of position

The Marketing Manager is responsible for the planning, development, and implementation of all branding, communications, marketing, public relations, and social media initiatives that support the mission and vision of Heart of the City. They will expand awareness, engage the public, attract new audiences, and contribute to the growth of HOTC. The Manager will work closely with the Director of Development to align all marketing materials, fundraising initiatives, and events to branding guidelines.

Job Description

ESSENTIAL FUNCTIONS OF POSITION:

- Provide leadership and vision for the strategic and integrated brand messaging, marketing, communications, and public relations activities on behalf of HOTC.
- Plan, create, and oversee the design and production of all materials and initiatives, including but not limited to emails, social media, press releases, signage, flyers, and direct mail.
- Develop and execute a comprehensive, long-term, and proactive communications strategy and calendar consistent with the direction and growth of HOTC.
- Utilize a research-based approach to identify key messages and audiences.
- Create consistent and unified messaging in support of HOTC.
- Work with Director of Development to ensure consistent sponsorship acknowledgement throughout the year.
- Support fundraising efforts by providing written content for annual appeals, campaigns, and Impact Reports.
- Communicates HOTC’s story to media outlets and collaborates with Director of Development and Executive Director when responding to media requests.
- Assist with the planning and implementation of fundraising events for HOTC.
- Maintains HOTC’s social media accounts and website, identifying new ways to engage audiences.
- Identify and attend networking and outreach events on behalf of HOTC.
- Create and maintain budgets related to marketing initiatives.
- Schedule and coordinate video and photo vendors as needed.

☐ Other duties assigned by the Director of Development & Marketing
QUALIFICATIONS AND EDUCATION REQUIREMENTS:

- Bachelor's Degree in communications, marketing or related field or equivalent experience.
- Two or more years working experience in Marketing within a nonprofit organization.
- Demonstrated knowledge of marketing strategies, channels, and branding.

DESIRED COMPETENCIES:

- **Communication Skills:** The ability to listen to instructions and orally communicate any questions or concerns to upper management.
- **Time Management:** The ability to balance different tasks and establish the appropriate allocation of time for these duties.
- **Attention to Detail:** The ability to accomplishing a task, no matter how small, and monitor and check work or information.
- **Service:** The ability to demonstrate a strong commitment to meeting the needs of co-workers, managers, participants, parents, or community members, striving to ensure their full satisfaction.

PREFERRED SKILLS:

- Proficiency in MS Office Suite
- Knowledge of donor database management software
- Proficiency with social media platforms
- Proficiency using graphic design software (ie: Illustrator, InDesign, Photoshop)

PHYSICAL REQUIREMENTS:

This role must be able to perform the essential functions of the position with or without reasonable accommodation. Expected activities include walking and standing on uneven terrain and speaking and listening to participants, donors, and staff. The employee will need to understand and respond to a diverse population. While performing the duties of the position, the employee will regularly use his or her hands to handle or feel and use arms and hands to reach.

To apply please send a cover letter and resume via email to rena@heartofthecitysports.org and jennifer@heartofthecitysports.org