



Full-time Employment Opportunity

Position: Communications and Marketing Manager

Summary: This position is responsible for leading an integrated and complex communications plan that reports DuPagePads strategic outcomes establishing agency impact and value to donors, constituents, and the broader community through multiple channels of distribution and communications.

Reports to: Vice President, Development

Responsibilities: (to be performed with or without reasonable accommodation):

1. Demonstrate a commitment and passion for serving the mission of DuPagePads.
2. Operate within the DuPagePads Core Values, which supports providing care in accordance with the Trauma Informed Policy and Practices of the Agency.
3. Be an active participant on the development team leading and implementing strategic plans designed to increase individual giving, community partnerships, and comprehensive agency understanding through appealing and motivating communications and marketing materials.
4. Manage, develop and implement annual communications and marketing plan that conveys the agency's mission and vision to increase brand awareness, ensure consistency and clarity of messages, and create mission-driven partnerships.
5. Coordinate, schedule, design, and produce all agency materials and execution of all newsletters, annual report, and direct mail appeals, to present by established development calendar deadlines to Vice President and begin distribution.
6. Manage, coordinate and implement all social media marketing communications. Update, enhance, and manage agency online presence in social networking sites including Facebook, Twitter, Instagram, Snapchat, Youtube, and other similar social media sites.
7. Manage, maintain, update, and enhance agency web site content and information.
8. Write, manage and distribute press releases that garner media attention for the agency. Maintain an established distribution list of press contacts across all media channels.
9. Collaborate with appropriate staff members on the development of proposals and solicitations for new and existing program support.
10. Advocate for increased community education, relationships, and solutions to benefit our client population.
11. Approve and provide necessary communication support for fundraising and special events.
12. Help coordinate and distribute materials to support advocacy initiatives.
13. Develop and manage communications and marketing expense budget with quarterly reports on reach and impressions.
14. Participate in development and supervision meetings, and monthly staff meetings.
15. Other duties as assigned.



Knowledge, Skills, and Abilities:

1. Self-motivated and highly organized with ability to meet deadlines and synthesize information quickly.
2. Familiar with advanced marketing concepts and procedures.
3. Highly collaborative style; experience leading, developing and implementing communications strategies.
4. Excellent writing/editing and verbal communication skills.
5. Proven leadership and ability to position communications discussions at both the strategic and tactical levels.
6. Commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants and other supporters.
7. Service-oriented focus with knowledge of the population served and the potential donor market.
8. Skills and experience with Google Analytics and managing Google Ad Words Campaigns.
9. Creative and strong problem-solving skills.
10. Proven ability to plan, analyze and manage communications plan, appeals, and fulfillment of marketing processes and timelines.
11. Proven ability to prioritize and perform multiple tasks, with attention to details and deadlines.
12. Computer competency in Adobe Design Products and Microsoft Office Suite products.
13. Experience managing social media sites and content tools.
14. Proven ability to forecast and update budget targets in relation to marketing and communications plans.
15. Ability to think innovatively and conceptually, and to adapt easily to change.
16. Ability to work independently and with team members.

Qualifications:

1. Bachelor's degree or experience equivalent in Integrated Communications, Marketing, Creative Writing, Content Design, or another related field preferred.
2. Minimum of 3-5 years of experience in communications and public relations, preferably at a nonprofit organization, or a strong equivalent preferred.
3. Experience managing and leading multiple communications and marketing projects simultaneously.
4. Demonstrated skills, knowledge, and experience in the design and execution of communications, marketing, and public relations strategies.
5. Web and social media savvy, with a record of success in content development and executing social media campaigns.
6. Experience updating agency online presence and website consistently.
7. Experience using data analytics to inform online fundraising and marketing strategies.

Other:

1. Provide own transportation.
2. Willing to work occasional evenings, weekend hours, and special events.

Classification Status: Full-time Non-exempt

To apply, please email cover letter and resume to hr@dupagepads.org, listing "Communications and Grants Manager" in the subject line.