

Marketing and Communications Manager

CCBA

**1 Taylor Street
Lebanon, NH 03766**

POSITION SCOPE:

Reporting to the Executive Director, the Marketing and Communications Manager is responsible for all content marketing initiatives to grow membership and program participation, and increase awareness of the Carter Community Building Association (CCBA). They will communicate with existing constituents while working closely with the Executive Director and the leadership team. This role is tasked with managing all marketing activities, including campaign design, content generation, writing, social media marketing, email marketing, advertising, capturing photo and video footage, basic graphic design, website content updates, promotions, and public relations. As a key figure of the CCBA staff, the Marketing and Communications Manager will interact with our patrons, get to know our members, and will be involved in special events.

POSITION QUALIFICATIONS & ESSENTIAL FUNCTIONS:

- Bachelor's degree preferred.
- Minimum of five (5) years Marketing experience preferred.
- Ability to relate well to the public and to colleagues is essential.
- Ability to prioritize work assignments, manage a varying and somewhat unpredictable workload, attend to detail, and reliably perform tasks is critical.
- Ability to work in a fast-paced environment, with some morning, evening, and weekend hours.
- Must be able to move about the inside of our two three-floor buildings, to traverse between two buildings across the street from each other, and to meet with co-workers, vendors, members, and the public throughout the buildings.
- Frequently communicates with the public in person, via email, and on the phone. Must be able to express oneself and exchange accurate information in these situations.
- Certification in CPR/AED/First Aid required within three (3) months of hire.

PERFORMANCE RESPONSIBILITIES AND STANDARDS:

Required skills

- Advanced experience with Meta and other social platforms, including ad campaigns on those platforms
- Excellent creative writing ability
- Competence in email list management
- Website content management
- Google Analytics
- Basic photo and video editing

Desired skills

- Knowledge of Adobe Suite: Photoshop, Illustrator, In Design, and Lightroom
- Familiarity with Constant Contact
- Competency in using Wordpress
- Knowledge of Club Automation software

As the Marketing and Communications Manager, your responsibilities are as follows:

1. Digital and Print Marketing

- Develop social media strategies across all platforms, and capture footage, write, post, and monitor daily
- Build and place ads on social media
- Design print ads in Canva and submit to various outlets

2. Writing and Content Development -

- Create, edit and proofread written pieces for publication
- Engage with members/community and promote the organization inside and outside the facility

3. Marketing Planning/Management

- Design content marketing strategies and develop goals and KPIs
- Responsibility for tracking marketing campaign deliverables

4. Email Marketing

- Manage the contact lists in email software, with additions, deletions, and list-building for segregated email content
- Create promotional e-blasts to showcase CCBA programs and offerings to existing members and to non-member contacts
- Write and publish monthly email newsletters to the contact list under the supervision of the Executive Director

5. Website Content Management

- Work with the leadership team to keep website content fresh
- Optimize content considering SEO and searcher intent

6. Event Planning

- Work with the leadership team to develop member and community events

Responsible to: Executive Director. May be asked to perform other duties, as assigned.