



JOB DESCRIPTION

Job Title:	Community Engagement & Marketing Manager
Reports to:	Chief of Communications and Community Engagement
Supervises:	Development & Donor Relations Coordinator
Job Code:	911
FLSA Status:	<input checked="" type="checkbox"/> exempt <input type="checkbox"/> non-exempt <input checked="" type="checkbox"/> full-time <input type="checkbox"/> part-time <input type="checkbox"/> other
Salary Ranges:	Starting at \$57,477

Position Summary:

The Community Engagement Manager oversees the media relations, communications, resource development and volunteer services within the organization. The incumbent is a member of the Community Engagement Unit. This role is responsible for managing the Development and Donor Relations Coordinator. The Incumbent manages and coordinates internal and publicly distributed materials and external communication for the organization. The incumbent works with the Chief of Communications to develop and implement marketing and communications plans including social media channels while overseeing the development of sponsorship relationships with businesses, individuals and organizations interested in supporting ELCOC's initiatives, events, and activities.

Essential Job Functions

Leadership

- Leads and trains department staff in all aspects of department functions and compliance regulations as directed by the Chief of Communications and Community Engagement.
- Sets and monitors department and individual staff annual goals and objectives in support of Coalition goals with the Chief of Communications and Community Engagement's approval.
- Communicates and updates the Chief regularly on communications, media, and fund development events, efforts, and activities for the Coalition.
- Assists in the development, implementation and tracking of financial/budget/expense for the department.
- Manages the Development and Donor Relations Coordinator and assists in advising Coalition staff of engagement and fund development opportunities in the community.

Communications

- Develops and executes ELCOC Communications, Media Relations and Resource Development plan.
- Collaborates with the Chief of Communications and Community Engagement in the development and coordination of the production of communication to the media, special marketing material, social media and web page content regarding the Coalition's outreach and fund development campaigns.
- Ensures all information is shared in a timely manner.
- Communicates with constituents and media regarding special invitations, events, and similar activities.
- Collaborates with the Chief of Communications and Community Engagement and the entire Communications team in maintaining effective social media and website content with ability to measure growth through analytics.
- Serves as key organizational focal point to ensure website is maintained.
- Creates and prepares marketing collateral.

- Prepares state-mandated annual report and community report in collaboration with the Fiscal and Program units within established timeframes.
- Prepares and submits state-mandated reports within established timeframes.
- Ensures proper branding of all communications distributed by the Coalition.

Community Relations

- Supports the relationship between the Coalition and local agencies, civic groups, schools, community groups, political entities, governmental agencies, and volunteer services.
- Plans and designs activities/events/functions that will both help the local community and promote the image of the Coalition in a positive way.
- Prepares and maintains list of community partners.
- Ensures community relations activities/events are communicated to all ELCOC staff clearly and on a timely basis.
- Builds and maintains a working data base for key community contacts.

Media Relations

- Builds and maintains an exemplary working relationship with print, visual, and auditory media including those serving minority and non-English speaking communities.
- Research, identify and maintain a data base for key media contacts.
- Helps the team arrange press conferences, media coverage proclamations and other related events in order to promote events.
- Writes press releases and feature articles on Coalition's activities.

Events

- Works with the team and the Chief of Communication in the production of all videos and written materials associated with fund development functions and program services.
- Works with core service providers, develops and presents for approval to CEO a calendar of community events to advance Coalition objectives.
- Prepares materials and promotes approved events via emails and invitations to providers, families, and other invitees as appropriate.
- Organizes logistics of ELCOC community events including but not limited to location, volunteers and activities.

Program Support

- Prepares marketing material for families on educational programs.
- Works with contracted provider call center marketing department.
- Develops and sends mass mailings.

Administrative Support

- Provide assistance to the reception area as needed.

(This job description may not be all-inclusive, and employees are expected to perform all other duties as assigned and directed by management. Job descriptions and duties may be modified when deemed appropriate by management.)

Qualifications:

- Ability to organize own work, coordinate projects, set priorities, meet deadlines and follow-up on assignments with a minimum direction.
- Knowledge of community relations and ability to perform in that capacity.
- Ability to establish and maintain positive working relationships with other employees.
- Ability to maintain a cooperative working relationship with a variety of constituents.
- Knowledge of English and Spanish business language and ability to communicate clearly and concisely, both orally and in writing.
- Ability to effectively communicate sensitive information.

- The employee is frequently required to stand; walk, stoop and kneel. The employee may be required to lift and or move up to 30 pounds. Specific vision abilities required by this job include close vision, distance vision.
- Ability to exercise sound judgment within established guidelines.
- Working knowledge of child development and appropriate childcare practices and knowledge of Florida state standards and requirements.
- Ability to work flexible/hours schedule including Saturdays, early mornings, or evening hours.
- Ability to solve problem and deal with a variety of variables.
- Proficiency in the use of computer software (Microsoft Office Suite), social media platforms and website maintenance software. Ability to navigate the Internet.
- Must possess a valid Florida Driver’s License with ability to travel to off-site locations.
- Professional appearance and presentation.
- Ability to work and communicate effectively with people from various multi-cultural backgrounds and socio-economic levels.

Education and Experience:

- Bachelor’s Degree in Public Relations, Marketing, Business, Communications, or closely related field from an accredited institution with a minimum of 5 years’ experience in Community or Public Relations or Public Administration required. Masters Preferred.
- Demonstrated Substantial experience managing professional level employees required.
- Bilingual – knowledge and ability to communicate in the English and Spanish languages both verbally and in writing required.
- Substantial hands-on practical experience with marketing & website software required. Adobe Creative Suite and Word Press preferred.
- Experience in a non-profit and/or educational organization preferred.
- Experience in fundraising and event planning preferred.

(A comparable amount of training, education or experience may be considered for the above minimum qualifications.)

This job description (**Community Engagement Manager**) was reviewed by the Office HR & Technology Services Manager

Printed Name: Marah Sanchez

Signature

This job description (**Community Engagement Manager**) was reviewed and approved by the C.E.O.

Date:

Signature

Name: Karen Willis

I have read and understand the contents of this job description. I understand that this is a general description of my responsibilities and may not include other duties that may be assigned, as necessary. ELCO reserves the right to change or amend this job description.

Date

Printed Name

Employee Signature