

FIRST CALL JOB DESCRIPTION

Title: **Marketing & Communications Manager**

Department: Administration

Reports to: Chief Development Officer

Why First Call?

First Call's values of person-centered service, community, collaboration, and kindness are foundational for the agency's focus on accessibility, commitment to data-driven practice, and diversity, equity, and inclusion (DEI) as we work toward our mission to reduce the impact of alcohol, drugs, and addiction by providing quality resources for individuals, families, and the community.

Position Summary

This role will support the organization's mission by deepening the reach of new, existing, and diverse audiences through comprehensive marketing and communication initiatives. The ideal candidate will have experience designing, and executing campaigns across multiple marketing platforms, exceptional writing skills, and a strong ability to work with a variety of internal and external partners.

Major Functions

- Provides, develops, and leads content strategy that advances an accurate and informed portrayal of the organization and its mission
- In consultation with organization staff, develops content for all organizational collateral, including program flyers, agency brochures, newsletters, and organization emails, and, in coordination with the Events Manager, event-specific invitations and sponsorship material
- Creates and implements timelines and content for social media channels.
- Manages the organization's website, ensuring content is fresh and frequently updated
- Manages the volunteer-based marketing committee through engaging and productive work
- Through creative direction, this position works to strengthen our brand in the general community and in our communities of clients and stakeholders
- Manages all public relations activities, including press releases, media advisories, media buying and placement, and media relationships
- Serves as the organization's point of contact for all media requests
- Prepares clear and concise reports, correspondence, presentations, and other written materials
- Organizes work, sets priorities, meets critical deadlines, and follows through with work with a minimum of direction.
- In conjunction with the leadership team, create opportunities for visibility in the community for First Call staff and board members
- Some in-town and out-of-town travel may be required to complete position responsibilities
- Work hours will include some weekend and evening activities
- Other duties as deemed appropriate for the fulfillment of the mission of First Call

Qualifications

- Advanced understanding of principles and practices of traditional and digital marketing, advertising, and technology
- Ability to effectively convey information, thoughts, and ideas in strong verbal and written communication forms to diverse populations, donors, staff, and board members
- Strong problem-solving and decision-making skills and ability to exhibit sound judgment
- Able to persuade, influence and collaborate effectively to gain support
- Strong Project Management skills and the ability to manage multiple projects simultaneously
- Sincere commitment to the mission of First Call

Education and Experience

- Bachelor's degree from an accredited college or university in public relations, advertising, marketing, journalism, communications, or a related field
- Minimum of 3-5 years of progressively responsible marketing-related experience; or, any combination of education, training and experience that provides the required knowledge, skills and abilities to perform the essential functions of the job
- Previous experience managing full marketing budgets and meeting fiscal requirements
- Must have experience in the following software:
 - Adobe Creative Suite (specifically InDesign, Photoshop, Illustrator and Acrobat Pro)
 - Microsoft Office 365 (strong PowerPoint skills)
- Experience with Wix preferred
- Nonprofit marketing experience highly preferred

Working Conditions

1. The First Call main office is open to the public from 9 a.m. to 5 p.m., Monday-Thursday, with remote work and a closed building on Fridays. Employees are given up to 1 hour for lunch and/or breaks each day. First Call values flexibility; as such, employee schedules and locations for work throughout the week will be determined by the needs of their position and set in consultation with their direct supervisor.
2. Reliable access to internet needed for at-home work days.
3. First Call provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.
4. First Call's Commitment to Diversity: First Call Staff and Governing Board reflect our region's diversity and understand that treatment of substance use and mental health disorders in the United States has been adversely impacted by systemic racism and stigma. First Call is committed to cultivating and preserving a culture of inclusion, mutual respect, support, and connectedness. In recruiting for its team, First Call welcomes the unique contributions that individuals can bring in terms of their education, opinions, culture, ethnicity, race, sex, gender identity and expression, nation of origin, age, languages spoken, veteran's status, religion, disability, sexual orientation and beliefs.

Benefits

Salary Range: \$50,000 - \$65,000 DOE

At First Call, we recognize that a comprehensive, whole-person employee benefits plan for our staff is key to providing our clients with the quality care and treatment they need. Our staff benefits and perks plan is designed to provide tools to help promote health, wellbeing, balance, and safety in each area of life. We offer a hybrid (in office & work from home) schedule as well as flexibility in scheduling for better work/life balance.

Our benefits plan focuses on six key areas - Equal Opportunity Employment and a DEI-focused environment, generous paid time off, 13 paid holidays, an agency-funded whole-person health and life package (including 100% coverage of employee healthcare premiums), personal and team development opportunities, and board & leadership defined staff safety and wellbeing policies.