



Job Description

Job Title: Marketing and Communications Manager

Department: Marketing and Development

Reports To: VP of Marketing and Development

FLSA Status: Exempt; Full-time

Date: June 6, 2018

I. JOB SUMMARY:

This position is responsible for maintaining the organizational website and social media presence, as well as creating materials to promote The International Center and communicate its presence in Indianapolis and the State. This position also provides support for effective nurturing and maintenance of relationships between The International Center and various key stakeholder groups, including the media and key influencers, among others. Serves as administrator for The Festival Fund, which provides grants to local nonprofits who stage festivals to acquaint the public at large with the many cultures that make Indianapolis a special place to live, work and play.

II. ESSENTIAL FUNCTIONS:

1. Manages the layout, design and production of communications and marketing materials to promote The International Center and communicate its presence in Indianapolis and the State, including newsletter, email blasts, reports to Board, collateral materials, etc.
2. Develops social media strategy and is responsible for maintaining The Center's ongoing presence on all appropriate social media networks; develops and maintains analytics to track and measure social media effectiveness against marketing goals.
3. Writes news releases, media advisories and other media materials and distributes to targeted media; pitches stories to targeted media; maintains publicity files.
4. Maintains the organization's website as needed with information such as donor recognition, calendar events and press releases; creates original web content; maintains blog; incorporates SEO tactics.
5. Manages Festival Fund grant: receives and reviews applications from organizations seeking funding; sends recommendations to grant committee; communicates with organizations the funding decisions and criteria for accepting funding; and maintains detailed records for grant reporting.
6. Assists with or manages stakeholder and community event planning; assists as needed with planning and execution of program- and development-focused appointments, meetings and events.
7. Completes additional projects as assigned.

III. EDUCATION AND/OR EXPERIENCE:

Bachelor's degree from a four-year college or university and two to three years related experience and/or training; or equivalent combination of education and experience.

IV. READING/WRITING SKILLS:

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Writing skills must be outstanding and versatile, including the ability to write reports, business correspondence, social media and



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website content, newsletters, collateral materials, and media materials. Ability to effectively present information and respond to questions from groups of managers, the media, clients, customers, and the general public.

V. MATHEMATICAL SKILLS:

Ability to add, subtract, multiply, and divide in all units of measure.

VI. REASONING ABILITY:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

VII. OTHER SKILLS AND ABILITIES: (Languages spoken/written, etc.)

Additional language proficiency a plus.

VIII. OTHER PREFERRED QUALIFICATIONS:

- Computer skills for MS Office with extensive knowledge of Outlook calendar
- Extensive experience with design software (Microsoft Publisher, Adobe Suite, In-Design, etc.)
- E-Tapestry database or other relevant CRM database experience, including report creation and administrative usage; familiarization with Constant Contact a bonus
- Word Press website software experience
- Experience recruiting and supervising volunteers
- Experience in a nonprofit setting, which may include supporting the development function and/or securing pro bono resources for specific needs (e.g., printing, photography, graphic design, etc.)
- Excellent interpersonal skills
- Outstanding organization skills, including the ability to multi-task and prioritize, as well as troubleshoot in a crisis situation
- Excellent phone and communication skills
- Strategic planning experience preferred, especially as it relates to the communications function

IX. PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to talk or hear, sit and use their hands to finger, handle or feel. Occasionally, the employee will need to stand or walk, stoop, kneel, and reach with hands and arms. The employee will rarely need to climb or balance. Physical demands such as crouching and crawling are limited. The employee will rarely need to taste or smell. The employee will occasionally lift up to 25 pounds and will frequently need to lift up to 10 pounds. Specific vision abilities required by this job include close vision, ability to adjust focus, and to perform normal office computer work.



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X. WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to be exposed to an indoor office environment. Therefore, there are rarely to never any times that the employee would be exposed to any extreme or outdoor weather conditions, or extreme conditions such as humidity, cold or heat not associated with the weather, working in high places, or be exposed to fumes or airborne particles, explosives, radiation, vibration or toxic or caustic chemicals. There may rarely be a risk of electrical shock when dealing with office equipment cords, etc.

The noise level in the work environment is usually one of a moderate level such as those typically experienced in an office setting.