



POSITION ANNOUNCEMENT: Marketing and Communications Manager
Estimated Start Date: May 2020

Position Scope: The Marketing and Communications Manager is a full-time position to be responsible for implementing the Chicago Jobs Council's (Jobs Council) major marketing and communications activities. The responsibilities of this position will include organization-wide communications and marketing, as well as support for the communications and marketing needs of the policy team, Frontline Focus Training Institute, and Frontline Advisors. The Program Manager position reports to the Executive Director and is a member of the Administration team.

Background: The Jobs Council's communications and marketing activities are currently shared across multiple staff who use email, social media, website, and other online tools for communications, as well as a range of formats for design and production of both online and paper marketing materials. The Jobs Council hosts over 50 events per year with attendance that ranges from 20 to 200 depending on the event. Current tools include: WordPress; NEON CRM; Mailchimp; and Canva. The Marketing and Communications Manager will take over responsibility for most, but not all communications work, from existing staff. The Marketing and Communications Manager will work closely with multiple staff to implement a range of activities over the course of the year.

Chicago Jobs Council's vision is that all people, regardless of where they start or where they've been, can access employment as a pathway out of poverty. The Jobs Council moves people out of poverty through employment using on-the-ground expertise, advocacy, and capacity-building. Since it was established in 1981, the Jobs Council's membership has grown to include over 100 organizations and individuals who work together to influence the development and reform of public policies and programs designed to move people out of poverty, into the workforce and into better jobs.

Key duties and responsibilities for the Marketing and Communications (MarComm) Manager include:

- **Writing and editing:** Write content for a range of materials/formats and targeting a range of audiences. This will include writing about Jobs Council activities and expertise in a way that is understandable to the general public. Some examples of materials/formats include: website; email campaigns (announcements, fundraising, marketing and advocacy related); fundraising materials; event talking points and materials (both digital and print); programmatic and organization-wide reports; and press releases. The MarComm Manager will also regularly edit staff member written materials, for example grant proposals and policy memos.
- **Design and infographics:** Create and edit the design of web pages, email campaigns, social media, event materials (program, signage, presentation), and reports. Additionally, work with program staff to develop infographics. As needed, work with outside graphic consultants and printers for larger scale projects (for example, organizational brochures).
- **Media Coordination:** In addition to supporting the writing of press releases, opinion editorials, and public statements, the MarComm Manager will help coordinate interviews with news media, develop talking points, and support related activities.
- **Contact and List Management:** Create and manage contact lists for multiple email, marketing and fundraising campaigns. Maintain current contact management system (NEON CRM) and email platform (MailChimp) -- and make recommendations for improved processes and systems.
- **Brand Oversight:** Maintain and implement internal guidelines for the use of Jobs Council logo and brand; monitor the use of logo and brand across all materials and media to ensure consistency.

- **Events:** Contribute to planning and implementation of two annual fundraising/engagement events.
- **Leadership:** Serve as Jobs Council’s point person and expert in marketing and communications. As needed, convene and lead an internal communications meeting.
- **Work planning:** Develop annual work plans for marketing and communications priorities and develop, manage, and update an internal MarComm calendar.
- **Coordination:** Work with staff of each team (Policy, Frontline Focus Training Institute, Administration).

In addition to the above primary duties, the Program Manager will also contribute to organization-wide activities and strategy development.

Requirements for the Marketing and Communications Manager

Personal Qualities

- Commitment to the Jobs Council’s mission and vision, and our commitment to racial equity
- Strong interpersonal skills, especially an ability to build relationships with and work with diverse individuals with diverse work styles
- Commitment to continuous improvement (i.e. generate or support new ideas to improve the Jobs Council’s efficiency and/or effectiveness)
- Possesses self-starting work habits (sees what needs to be done without being told) that demonstrate a clear understanding of the Jobs Council’s priorities and one’s own job responsibilities, while at the same time being open to receiving direction
- Participates well in a team including listening to and respecting team members’ ideas, willingness to provide backup on other team members’ projects, display of adaptability when a change is made, and openness to incorporating team feedback on written communications
- Possesses self-confidence, including a belief in one’s ability to accomplish a task and select an effective approach to a task or problem, confidence in one’s own decisions or opinions, ability to reflect on lessons learned from failures and successes
- Willingness to do all tasks related to a project, no matter how seemingly “small” (e.g. make photocopies, make coffee for meetings, etc)

Skills

- Excellent writing skills with experience in writing in varied formats and for varied audiences. The ability to make technical and abstract (ie “policy wonky”) information accessible for a general audience is essential.
- Clear, concise, and persuasive overall communication skills (written, verbal, listening)
- Excellent design and visual skills, with proficiency in design programs and software (e.g. Canva, Prezi, Wordpress, etc)
- Attention to detail and excellent follow through
- Excellent organizational and time management skills that allow for the handling of multiple and competing priorities while meeting short and long term deadlines
- Demonstrated project management skills and strategies (e.g. break a project down into smaller steps and incremental goals, create a timeline, track progress, etc)
- Strong creative problem solving skills including ability to identify new strategies to achieve goal
- Ability to collaborate and seek support when needed

- Exceptional critical thinking and analytical ability; demonstrated ability to balance creativity and logic when making decisions after adequately contemplating various courses of action and collection of facts
- Ability to interpret complex data/information and explain it to multiple audiences
- Ability to think strategically, balance long term vision with daily tasks
- Ability to stay on top of emerging trends in the field
- Proficiency with computer applications in Windows environment, especially Microsoft Office and G-Suite applications, web-based survey tools, online database and website management (or demonstrated ability to learn quickly)

Experience

- Writing, editing, and design experience
- Successful meeting/event planning and/or project management experience
- Preferred 4-5 years of related experience. This can include volunteer and personal experience related to this position.
- Minimum post-secondary credential; Degrees or certifications related to communications and marketing preferred

Compensation for the MarComm Manager position includes \$60,000 annual salary and excellent benefits. To apply, submit cover letter and resume via <https://cjc.bamboohr.com/jobs/view.php?id=34> Applications will be reviewed on a rolling basis until position is filled.

THE CHICAGO JOBS COUNCIL IS AN EQUAL OPPORTUNITY EMPLOYER. The Jobs Council is committed to building an inclusive staff and strongly encourages applications from individuals of color, people with disabilities, individuals with diverse backgrounds, and those whose life experience is underrepresented in employment programs and policies.

The Jobs Council recognizes that systemic, institutional and individual racism creates disparities in the way people of color fare in the labor market. We are continuously working to review and update our practices, policies, and procedures using a racial equity lens in order to achieve more equitable outcomes for *all*.