JOB DESCRIPTION
March 2017

JOB TITLE: Marketing Manager

DEPARTMENT: Communications

REPORTS TO: Director of Communications

FLSA Status: Exempt

JOB PURPOSE: The Marketing Manager is responsible for strategizing, developing content, planning, and executing organization-wide marketing strategies to better enhance the public image of the organization, particularly by utilizing traditional media, social media, advertising and other tools.

ESSENTIAL DUTIES AND RESPONSIBILITIES:
- Develop messaging campaigns to enhance the public image, mission and charism of the Sisters of Mercy and their Critical Concerns. Ensure implementation of messaging on print materials, online and in person.
- Write compelling, persuasive, relevant and accurate content that will increase visitors’ engagement with the Sisters of Mercy and build community support for the sisters and their mission.
- Contribute to editorial calendar planning and prioritize moments to engage traditional media with messages.
- Manage lists and contact with traditional media.
- Develop and implement marketing plans to promote messages on the Sisters of Mercy website, blog, social media channels, ads, publications and other outlets including partner organizations.
- Direct the development of materials needed to effectively communicate Mercy messages.
- Manage and guide staff who will maintain social media outlets and plan implementation.
- Provide strategies for expanding social media presence and direct social media traffic. Ensure implementation by other staff.
- Manage online ad campaigns and performance including Google AdWords and Facebook ads. Make recommendations for and implement specific campaigns around key events or initiatives and track success.
• Learn and understand Mercy’s Critical Concerns and how to best represent Mercy in print, online and in person.
• Oversee and manage periodic reporting to leaders and Directors of Communications Institute-wide to illustrate results of marketing strategies.
• Plan trainings and develop resource materials to educate Mercy ambassadors—especially leadership, vocation ministers, justice personnel and other communicators—on how to create and customize their own messages and social media profiles and effectively engage external audiences in the online conversation about Mercy and its mission.
• Stay current and advise on new and ongoing trends and tools in the web marketing and social media landscape. Identify and integrate best practices into Mercy’s online presence.
• Provide guidance for search engine optimization strategy to enhance web traffic in concert with communications specialist/webmaster.
• Provide budget recommendations for marketing efforts.

QUALIFICATIONS:
Education, Competencies and Experience
• To perform the job successfully, an individual should have the following education, competencies and experience:
  • 5-7 years of related experience and degree in a relevant field preferred (e.g., public relations manager or specialist, digital strategist, community manager, digital marketing, marketing specialist).
  • Demonstrated ability to effectively create and implement marketing plans
  • Experience in media relations with demonstrated ability to place stories with relevant media.
  • Experience in managing the development of effective marketing and communications materials (publications, presentations, graphics, ads, etc.)
  • Enthusiastic and avid social media user with demonstrated communication skills with platforms (such as Facebook, Twitter, Instagram, YouTube, LinkedIn, Google+, Storify), blogs, monitoring sites, social bookmarking sites, etc., and the ability to learn new applications and systems.
  • Creative thinker who can develop ways to build and promote content, cross promote messages.
  • Knowledge of how to build and nurture social media communities.
  • Superior writing, copy editing and proofreading ability. Exceptional oral and written communication skills.
  • Firm understanding of marketing and media relations principles and practices, and how they intersect with technology, especially as they apply to nonprofits and social change.
  • Excellent interpersonal skills and the capacity to successfully develop and manage relationships.
  • Prior experience in a non-profit organization is critical. Must be comfortable working for a religious organization. Knowledge of and appreciation for the role of women religious in the Roman Catholic church and society. Sensitivity to the culture and decision-making processes of a faith-based community a plus.
  • Ability to work independently with a proven track record of meeting deadlines and deliverables; ability to think on the fly.
• Flexible, collaborative approach including capacity to work in a changing environment, make recommendations for improvements, and receive feedback.
• Experience in measurement and analysis of web traffic and social media metrics. Must have in-depth knowledge of Google Analytics.
• Proficiency in the Microsoft Office Suite, especially Word and Excel and photo editing expertise.
• Basic knowledge of HTML and CSS; experience with website content management systems a plus.
• Experience in graphic design or managing design projects.
• Spanish speaker a plus.

AMERICANS WITH DISABILITY SPECIFICATIONS
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 qualified individuals with disabilities to perform the essential functions.
• While performing the duties of this job, the employee is occasionally required to stand; walk, sit; speak; hear; use hands to handle objects. The employee may be required to occasionally bend, stoop, twist and/or lift and carry up to 20 lbs. The employee may be required to occasionally push or pull luggage and equipment up to 50 pounds, primarily associated with occasional business travel.
• The employee will be required to operate office equipment such as computers, telephones and fax machines and work with manual filing systems for extended periods of time.

WORK ENVIRONMENT
The work environment characteristics 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 qualified individuals with disabilities to perform the essential functions.
• Work is performed in a modern office environment.
• Some overnight travel is required.

While performing the duties of this job, the employee will be in an office environment

This job description should not be construed to imply that these requirements are the exclusive standards of this position. Incumbents will follow any other instructions, and perform any other related duties, as may be required. Reasonable accommodation will be provided to qualified individuals with disabilities. The employer has the right to revise this job description at any time. The job description is not to be construed as a contract for employment.

I have read and understand the responsibilities of this position. After training, I would be able to perform all essential job functions, with or without reasonable accommodation.