



California Human Development Job Description

EMPLOYEE NAME:

JOB TITLE: Marketing Manager
DEPARTMENT/DIVISION: Community Services
REPORTS TO: Division Director, Community Services
FLSA STATUS: Exempt
LOCATION: Santa Rosa
REVISED DATE: 07/30/2023

Summary Description: The Marketing Manager will plan, develop, implement, and analyze community relations campaigns, marketing efforts, and related events. This position reports to the Division Director, Community Services.

DUTIES AND RESPONSIBILITIES:

Under the supervision of the Division Director, Community Services, the Marketing Manager's duties, and responsibilities include:

Marketing

- Drafts and distributes/publishes various content pieces that promote the company, as well as individuals or groups within the company.
- Develops and maintains positive publicity materials and distributes them through a variety of channels. Responds to inquiries from community members and other interested parties and recruits knowledgeable spokesperson or information source to assist, as needed. Plans, coordinates, and executes special events and press conferences.
- Organizes community outreach programs and coordinates special events that will influence public opinion or promote services, or ideas of the company.

Volunteer Program

- Creating, implementing, and managing California Human Development's volunteer program activities.
 - Screens potential volunteers, ensuring there are no conflicts of interest.
 - Recruits, coaches, and retains volunteers serving a diverse range of communities across the organization's programs.
 - Ensures appropriate volunteer paperwork is completed and provides necessary orientation/training on California Human Development policies and procedures.
 - Maintains and retains volunteer documentation and files according to retention laws.
 - Tracks efficacy of volunteer recruitment activities and adjusting as necessary.
 - Develops ideas to increase volunteer base as necessary.

Other Marketing Responsibilities

- Develops and maintains Audio-Visual Archive (e.g. photographs, video, recordings, etc.)
- Develops, produces, and distributes digital and hard-copy California Human Development Annual Report.
- Develops, produces, and distributes California Human Development Quarterly Newsletters.
- Develops and Promotes California Human Development's Community Calendar.
- Actively participates in the safety program and provides meaningful suggestions for working safely.
- Maintains CHD social media accounts and website.
- Performs other duties as assigned.

Supervisory Responsibilities

- Is responsible for the overall direction and coordination of California Human Development's volunteers.
- Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws.
- Responsibilities include planning, assigning, and directing work, and addressing complaints and issues reported.

Required Skills

- Proficiency in all Microsoft Office 365 applications, including Outlook, Word, PowerPoint, Excel, and SharePoint.
- Proficiency in social media platforms and management tools such as Hootsuite and Social Pilot.
- Experience utilizing WordPress-based websites, associated plugins, and services. Managing day-to-day changes, reporting, minor troubleshooting, and coordination with outside vendors.
- Familiarity and experience with Google Workspace, Dropbox, Insightly or other Customer Relationship Management (CRM) systems, Slack or other communication platforms.

Required Abilities

- Communicate effectively verbally and in writing.
- Think creatively and innovatively.
- Read, analyze and interpret general service contracts or governmental regulations in English.
- Use arithmetic as required by the position.
- Perform required transactions with a high degree of accuracy.
- Interpret a variety of instructions furnished in various formats (written, verbal, etc.)
- Maintain appropriate boundaries with clients and staff both on and off duty as defined by agency ethical codes.
- Use effective judgment in crisis situations.
- Solve problems and resolve conflicts effectively.
- Build and maintain working relationships with employees and clients giving them confidence in strengths and abilities.
- Recognize and manage personal bias.

Preferred Skills

- Bilingual in English/Spanish (written, verbal, and spoken) highly desirable.
- Digital marketing and web design experience, a plus.

Education and/or Experience

- Bachelor’s degree in Communication, Public Relations, Marketing, or related field.
- At least three years of work in public relations OR at least three years of work in a human services agency.

Certificates, Licenses, Registrations

- Must possess a valid California drivers’ license, proof of auto insurance and be insurable under agency policy if driving a company or personal vehicle

Physical Requirements

Regularly: Sit, stand, walking, lift up to 20 lbs., carrying, seeing, manual dexterity

Occasionally: Pushing, pulling

Seldom: Stooping, climbing, squatting, kneeling, or twisting

Work Environment

Noise level: Moderate noise (examples: business office with computers and printers, light traffic). May have exposure to hazardous materials/conditions.

*This job description is not an exclusive or exhaustive list of all job functions that an employee in this position may be asked to perform. All employees are to maintain a positive work atmosphere by acting and communicating in a manner so that you get along with customers, clients, co-workers, management and stakeholders. Employment at CHD is **at-will**. This means employment is for an indefinite period and is subject to termination by the employee or by CHD, with or without cause, with or without notice, and at any time.*

Employee Signature: _____ Date: _____

Supervisor’s Signature: _____ Date: _____

Reviewed by Human Resources: _____ Date: _____