

# ULEAD Marketing & Communications Manager

## Job Description

### Summary/Objective

Marketing & Communications Manager designs and delivers impactful messaging to grow dynamic experiential training programs and resources that transform the lives of youth and youth workers.

### Responsibilities:

1. Be the vision and voice for company communications
  - Lead the creation and curation of content for digital and print media.
  - Create and design effective communication strategies to increase both digital and print footprints.
  - Plan and oversee advertising and promotional activities including print, online, electronic media, and direct mail.
  - Review, manage, and update website.
  - Enhance social media platforms to grow communication, increase marketing effectiveness, and better serve client needs.
2. Lead marketing and development initiatives
  - Represent company at conferences & shows to promote programs & products.
  - Develop relationships with potential clients, donors, grantors, and ULEAD partners.
  - Develop and implement strategic marketing plans that focus on resource development.
  - Create product positioning, packaging, and pricing strategy (with Office Manager) that meets growth objectives.
  - Consult with staff team for marketing of program and product packages
  - Establish and maintain consistent brand image throughout all program and product lines.
  - Develop and manage marketing operating budgets.

### Qualifications

- Passion to be a master storyteller for transformational social enterprise (NGO)
- Outside of box thinker and risk taker ready join a fun, flexible, fast-paced, growing team
- Creative, fun, playful, outgoing, adventurous, and engaging personality
- Skilled communicator who is a courageous and entrepreneurial resource generator
- Bachelor's degree in marketing required, master's degree preferred
- Marketing experience preferred, ability to post perfectly timed memes and superb gifs required
- Proficiency with various social media platforms preferred
- Experience with WordPress website platform preferred

**Commitment:**

This is an exempt position that normally requires 40 hours weekly, but may require additional time as tasks demand, including some travel and overnight stays. (Within 3-5 hour radius of northern Indiana)

**Supervision**

The Marketing & Communication Manager reports directly to the Chief Executive Officer, who will conduct periodic check-ins and performance evaluations. They will collaborate closely with core staff team to grow brand and expansion across the Midwest.