



## Communications and Marketing Manager

### GREAT CAREERS START HERE!

Are you interested in becoming a valued member of an award-winning team of professionals dedicated to helping ease hardship and foster financial stability in our community? We'd love to hear from you! Apply today for the full-time Marketing and Communications Manager position by sending your resume and cover letter to: [jobs@nfcchelp.org](mailto:jobs@nfcchelp.org)

**Job Summary:** The Communications and Marketing Manager is responsible for helping raise awareness of North Fulton Community Charities and its programs and services. The person in this role plans and creates internal and external communications and marketing materials to support the strategic plan. The position entails managing and updating multiple channels including social media, email, websites, newsletters, presentations, and video. Assists in the planning, execution and promotion of fundraising campaigns.

### Job Duties and Responsibilities:

- Create and develop internal and external communications and marketing materials to support the NFCC strategic plan, including communications for staff, client, faith, board, thrift shop customers and general audiences
- Provide communication and marketing support to departments across the organization, ensuring consistent messaging
- Develop and execute social media strategies to drive engagement, grow brand reach, and support marketing campaigns across multiple platforms
- Work with and utilize various marketing platforms and software to accomplish targeted and effective outreach
- Create, edit and distribute videos for promotional and educational purposes
- Create and manage email newsletters and campaigns to inform and cultivate various audiences
- Create and distribute press releases and media pitches. Build relationships with local media
- Create engaging graphics for emails, social media, lobby monitors and other communications that uphold brand standards
- Developing the content for the website and work with vendors on complex web updates
- Assist in the development and execution of fundraising campaigns and fundraising events and campaigns
- Ensure marketing materials are translated in the appropriate languages
- Work at NFCC events and or with volunteers as needed
- Perform other duties as assigned by director

### Required Skills and Abilities:

- Strong written communications and editing skills
- Expertise in developing strategy, creating content and monitoring analytics on various social media platforms
- Proficiency in WordPress, Microsoft Office, and Canva. Experience with Salesforce or other CRM and Pardot/Account Engagement a plus
- Video creation and editing experience

- Strong organizational and project management skills. Ability to handle multiple projects in a deadline driven environment
- Up-to-date with emerging trends in communication and marketing
- Ability to quickly adopt new technologies
- Criminal background clearance
- Negative drug test screening

**Education and Experience:** Bachelor's Degree in communications, journalism, marketing, or other relevant degree. 3 years of experience in a communications/marketing position, non-profit sector preferred.

**Supervisory Responsibilities:** None

**Job Competencies:**

- **Analytical** - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs workflows and procedures.
- **Business Acumen** - Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.
- **Design** - Generates creative solutions; Translates concepts and information into images; Uses feedback to modify designs; Applies design principles; Demonstrates attention to detail.
- **Initiative** - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.
- **Innovation** - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.
- **Interpersonal Skills** - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.
- **Judgement** - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.
- **Organizational Support** - Follows policies and procedures; Completes administrative tasks correctly and on time; supports organization's goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.
- **Planning/Organizing** - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.
- **Problem Solving** - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.
- **Professionalism** - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- **Teamwork** - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.

**PHYSICAL DEMANDS AND WORK ENVIRONMENT:** Work is performed indoors in an office setting sitting in front of a computer 80% of the time. Must be able to lift, push and pull up to 10 lbs.

*The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities, or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

**EEO Statement:** NFCC is an Equal Opportunity Employer, NFCC does not discriminate based on race, religion, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disabilities, national origin, veteran status, or any other basis protected by the law. All employment is decided based on qualifications, merit, and business needs.

If this sounds like the role for you, we'd love to meet you! Please submit your resume to [jobs@nfcchelp.org](mailto:jobs@nfcchelp.org).

***NFCC is a 501(c) 3 nonprofit organization whose mission is to help ease hardship & foster financial stability in our community.***