



Saint Francis Service Dogs Job Description

TITLE: Marketing & Public Relations Manager

PURPOSE: Develop and assist in implementing marketing and public relations strategies for Saint Francis Service Dogs

REPORTS TO: Director of Philanthropy

MAJOR JOB RESPONSIBILITIES:

- Serve as a catalyst for the creative process in developing advertising and promotional campaigns in partnership with programming and fund development
- Recognize and respond to all Public Relations opportunities, media interviews, and presentations to communicate Saint Francis Service Dogs vital mission to the surrounding region.
- Develop all advertising and collateral materials, providing creative briefs and input throughout the creative process.
- Oversee the design and production-ready electronic artwork for select promotional materials to include direct mail, website materials, ads, videos and other items as required.
- Write and develop all fundraising materials including newsletters, annual reports, direct mail pieces, and special event materials
- Write radio and television copy; serve as primary liaison with radio & TV stations to develop special promotions and ad production.
- Write press releases and public service announcements.
- Establish and maintain email distribution lists for media, all Saint Francis Service Dogs supporters and other groups of special interest.
- Coordinate with Director of Philanthropy to provide media recommendations and promotional schedules.
- Assure adherence to Grant, Sponsor and Funder Brand Representation and Guidelines.
- Maintain and update Saint Francis Service Dogs website using content management system. Build all online events and manage active online events calendar.
- Maintain and develop all Saint Francis Service Dogs social marketing, E-Com and online advertising.
- Respond to marketing related calls and questions.
- Perform other duties as assigned.

ESSENTIAL REQUIREMENTS:

- Ability to drive, develop and implement a complete marketing plan.
- Ability to give and receive information by telephone and in person.
- Ability to clearly communicate verbally and in writing with volunteers, vendors, peers, supervisors, subordinates, and board/committee members.
- Ability to use computerized word processing, spreadsheet, and e-mail with proficiency.
- Ability to use specialized graphic design and layout software with proficiency.
- Ability to maintain a high degree of accuracy and attention to detail.
- Ability to deal with the media appropriately and with discretion.
- Ability to plan, organize and prioritize work, while managing multiple deadlines.
- Ability to use sound judgment in decision-making, and to work independently.

QUALIFICATIONS:

- Bachelor’s degree or 4+ years equivalent experience in marketing communications or related field
- Minimum of three years’ work experience in marketing, social media, promotions, and public relations – preferably in consumer marketing and/or non-profit marketing.
- Minimum of two years recent work experience in graphic design with a good working knowledge of Adobe InDesign and Adobe software products.
- WordPress and Constant Contact Experience Preferred.
- Creative writing skills required.

I understand the responsibilities and requirements of this position.

Employee Signature

Date