

## JOB DESCRIPTION

**Position Title:** Marketing & Communications Manager  
**Employment Classification:** Full-time / Exempt  
**Reports to:** Director of Development  
**Salary Range:** \$48,000 to \$50,000

### GENERAL ROLE DESCRIPTION

The Marketing and Communications Manager will help build and expand the Resilience brand and support the agency's fundraising efforts by creating compelling communications for multiple audiences and distribute them through online and offline channels in support of the organization's strategic goals. This is an exciting opportunity to join a respected, impactful, and dynamic non-profit in service of the greater good and ending sexual violence.

### RESPONSIBILITIES

- Create, execute, and evaluate Resilience's annual marketing and communications plan
  - Support the organization's strategic goals as well as the objectives of the development and programs departments through appropriate selection of marketing and communications tactics
  - Collect and analyze relevant data on marketing plan elements, measure impact, report results, and make actionable recommendations related to marketing and communications strategies
  - Work with the Director of Development on communication vehicles, both online and offline, including but not limited to donor focused emails, e-newsletters, appeal letters, and invitations
  - Manage creation and execution of annual report, which includes working with key programs staff, graphic designer and printer while maintaining budget and timeline guidelines
  - In collaboration with the Director of Development, train Resilience staff and Board about the importance of communication practices, organization style, and branding
  - Create, execute, and evaluate simple marketing and communications plans and create marketing materials and communications for Sexual Assault Awareness Month, Evening of Impact, and other long-term or complex campaigns and events that require more thorough organization and planning
  - Create, execute, and evaluate an annual social media plan and PR plan to support the annual marketing and communications plan
  
- Maintain and cultivate Resilience's brand through multiple channels
  - Create a portfolio of Resilience stories, statistics, testimonials, and other tools to help the organization effectively communicate its story to multiple constituencies



- Create and maintain marketing materials including program brochures, media kits, talking points, fact sheets, and other collateral material as needed
  - Coordinate design, printing, and ordering for outreach materials including signs, banners, buttons, lanyards, palm cards, and other materials as needed
  - Work with program staff to market Resilience's programs and services on the website and social media including promoting support groups and professional trainings, helping staff develop marketing materials, and troubleshooting issues that arise
  - Monitor Resilience's brand identity to maintain consistency across programs, services, publications, and other communication channels
  - Work with the Social Media Manager to maintain Resilience's Facebook, Twitter, Instagram and LinkedIn pages with new content and post on both a scheduled and a responsive basis, including responding to questions and comments
  - Keep up with marketing trends and create new and innovative ways to engage our community via current and new channels and approaches
- Manage media outreach and establish collaborative relationships with media contacts that will lead to increased media coverage for Resilience
  - Coordinate photography for events and programs for use in publications and media; ensure appropriate releases are signed and filed; maintain graphics and photo files
  - Train, supervise, and evaluate a Development & Communications Intern
  - Work with the Director of Development to screen, respond to, and manage requests for partnerships as they arise

## **QUALIFICATIONS**

- Bachelor's degree
- Minimum of five to seven years' experience in marketing, communications, and/or public relations, preferably in a non-profit setting
- Strong oral and written communication skills
- Experience with:
  - Creating and implementing an annual marketing and communications plan for a mission-driven organization
  - Managing social media channels including but not limited to Facebook, Instagram and Twitter
  - Email marketing programs like Constant Contact or Salsa Engage
- Established relationships within Chicago's media community are preferred
- Proficiency in Adobe Creative Suite, Canva, or equivalent design software
- Professionalism that traverses online and offline communication
- Pro-active problem solver who will create solutions and positive outcomes
- Flexibility to work occasional evening and weekend hours
- Other skills: Multitasking, attention to detail, time management, ability to work both independently and collaboratively
- Photography and videography skills a plus



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VIOLENCE

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- Flexible collaborator with the ability to build and sustain internal and external partnerships and work with multiple constituencies
- Experience in the field of sexual violence/gender-based violence, domestic violence or social justice issues is strongly preferred
- Strong analysis of social justice framework including racial equity, reproductive justice, disability inclusion, economic justice and LGBTQ+ issues is strongly preferred
- Completion of at least 40 hours of sexual assault training is required within 90 days of hire