



Job Title: Senior Marketing and Communications Manager ___ Non-Exempt (40 hours/week)
___x___ Exempt

Reports to: Vice President of External Relations

Hours: 40 hours/week

Location: SVDP's Liz Carter Center

Background: St. Vincent de Paul – Cincinnati (SVDP) has served residents of Greater Cincinnati for over 150 years with basic needs such as food, medicine, and homelessness prevention through the organization's outreach centers in the West End and Winton Hills and through 50+ parish-based volunteer Conferences. SVDP also operates eight Thrift Stores in the Cincinnati region that generate support for its programs and services. SVDP provides holistic direct assistance and systemic change services while treating neighbors in need with dignity and compassion.

Scope of Position: The Senior Marketing and Communications Manager is responsible for supporting SVDP's mission and programs through the development of communication and engagement strategies reaching many different constituent groups, including Thrift Store shoppers/donors, neighbors utilizing SVDP services, financial donors, media outlets and the Greater Cincinnati community. This position is responsible for media relations, storytelling, advertising, social media, the SVDP website and more. The Senior Marketing and Communications Manager is a part of the External Relations team, oversees the Creative Manager and Engagement Coordinator, Digital Marketing & Events, and also works with teammates across the organization, from Thrift Stores to Services.

Job Responsibilities:

1. Protect and promote the St. Vincent de Paul brand across all facets of the organization and within the community; be an expert on SVDP branding and tone of voice.
2. Develop and execute annual media planning and purchasing. Prepare and manage, in collaboration with VP of External Relations, advertising budgets for the organization. Coordinate with External Relations and Thrift Stores teams on messaging and design for advertisements.
3. Write organizational communications, including newsletters, annual report, stories, press releases, and more.
4. Serve as primary media contact for the organization, identify opportunities to drive media coverage of drives, events and programs, often serve as the face of the organization in media coverage; track and disseminate media coverage.
5. Manage the St. Vincent de Paul website, ensuring functionality and collaborating with SVDP team members across the organization to ensure accuracy of content. Oversees efforts by Engagement Coordinator, Digital Marketing & Events to track website analytics and SEO.

6. Create measurable goals and benchmarks for marketing campaigns and track data against established goals.
7. Work with the Engagement Coordinator, Digital Marketing & Events to develop and execute a social media strategy, ensuring appropriate content, timely responses to inquiries through social channels, and consistent tracking of engagement data.
8. Manage Thrift Stores direct mail marketing efforts, in collaboration with VP of Stores, including post card and coupon campaigns.
9. Create video content; manage organization photography.
10. Organize all organizational communications sent through Constant Contact; work with program representatives to ensure proper branding and tone.
11. Serve as primary staff liaison for the Marketing and Communications Committee of the Board of Directors
12. Perform other duties as assigned, especially responding to needs in the External Relations Department

Qualifications:

- Bachelor's degree and five years of progressively responsible roles in communications/media relations/advertising/public relations or related field
- Prior experience managing a team preferred
- Strong organizational, time management and interpersonal skills
- Experience managing deadlines and collaborating with multiple stakeholders
- Excellent written communication skills, with experience sourcing content and creating a compelling narrative
- Excellent verbal communication skills, with experience and comfort serving in a high visibility role
- Analytical skills and ability to clearly articulate success of different communication strategies
- Good visual design sense and ability to maintain brand consistency
- Highly developed attention to detail
- Positive and collaborative attitude
- Understanding of and commitment to the mission of St. Vincent de Paul
- Functional knowledge of WordPress and Constant Contact, or similar website/email marketing systems
- Proficiency with Microsoft Office and preferably also proficient with the Adobe Creative Suite, videography and photography
- Ability to work occasional early mornings, evenings and weekends

Physical Requirements: Job duties can primarily be performed from a desk using standard office equipment. Occasional requirement to lift items of 20 pounds for special events.