



## JOB DESCRIPTION

**Job Title:** Marketing & Communications Manager

Reports to: Director of Operations  
FLSA Classification: FT Exempt  
Supervises Others: No

Dept: Marketing  
Entity: OneOC Corporate

### SUMMARY:

Under the direction of the Director of Operations, the Marketing & Communications Manager will be responsible for managing the successful execution of OneOC's marketing and communications strategy.

### ESSENTIAL DUTIES AND RESPONSIBILITIES:

- **Marketing Strategy Implementation & Analysis**
  - In collaboration with Director of Operations and OneOC Leadership Team, develop a marketing content calendar on an annual basis
  - Develop and implement tools to measure, analyze and ensure the effectiveness of marketing efforts
- **Digital & Social Media Marketing**
  - Develop and implement email marketing campaigns using Salesforce and Mailchimp
  - Manage OneOC Hootsuite account and social media presence, including but not limited to: Facebook page, Instagram Business Account, Twitter Profile, and LinkedIn Company Page
  - Effectively leverage Facebook Ads, OneOC's Google Ad Grant, and other forms of digital advertising to increase OneOC's online presence
  - Create social media toolkits with targeted content for OneOC staff and volunteer leaders to increase our online presence
- **Content Development**
  - Develop OneOC's Impact Report on an annual basis
  - In collaboration with partner agencies/marketing consultants and volunteers, create and/or update OneOC collateral, newsletters, graphics, and ads in accordance with brand standards
  - In collaboration with partner agencies/marketing consultants and volunteers, develop copy for social media, website, collateral, press releases, ads, etc.
- **Signature Events Series**
  - In collaboration with Fund Development and Volunteer Services teams, develop and implement marketing plans for OneOC's Signature Event Series, including but not limited to email marketing, social media, print and digital media, collateral and promotional materials, website updates, etc.
  - Develop impact reports following each Signature Event
- **Additional Marketing Responsibilities**
  - Develop an internal request system for handling marketing requests from staff and volunteer leaders
  - Maintain and update content on OneOC's website
  - Develop and implement a quarterly OneOC Newsletter for members of the OneOC Board of Directors
  - Support CEO with personal social media presence and thought leadership
  - Recruit and manage volunteers for marketing support such as graphic design, copywriting, and other areas as needed
  - Other duties as assigned

**ADDITIONAL RESPONSIBILITIES:**

- Maintains current knowledge of and complies with organizational and department policies and procedures.
- Meets all applicable safety requirements for the position and work environment including prompt injury reporting.
- Other duties as assigned.

**EDUCATION AND/OR EXPERIENCE:**

- Three (3) to five (5) years of successful experience in marketing required.
- College degree in marketing, advertising, public relations, or communications required.
- Experience designing, managing, and measuring marketing campaigns is highly desired.
- Experience and proficiency in developing social media content strategy and managing various platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube, etc.) in a business setting required.
- Experience using Wordpress is highly desired.
- Experience and proficiency using Mailchimp, Hootsuite, Salesforce, Linktree, and Canva (or Adobe Photoshop / InDesign) is highly desired.
- Must have excellent writing skills and be able to communicate with multiple audiences effectively in a verbal and written capacity.
- Demonstrated skill in managing multiple tasks and deadlines in a high pressure and fast-paced environment.
- Ability to coordinate and prioritize work and use independent judgment.
- Previous nonprofit or small business experience a plus.
- Experience working with volunteers a plus.

**COMPUTER & EQUIPMENT SKILLS:**

- Uses Microsoft Office Word, Excel, PowerPoint as well as Internet and email programs proficiently.
- Uses Zoom or other video-conferencing products proficiently.
- Uses database and customer relations management software.
- Uses typical office equipment (i.e., ten-key by touch).
- Demonstrates willingness to learn and adopt unfamiliar technology to meet business needs.

**PHYSICAL JOB REQUIREMENTS:**

- Sits for extended periods of time at a computer station or work desk. Stands and walks throughout the day.
- Uses hands and fingers to operate computers and office equipment for up to 8 hours or more each day.
- Requires clear vision at 20 inches or less with or without corrective lenses and vision sufficient to use equipment and drive a car safely. Color vision required.
- Hearing and speech within normal ranges and sufficient for clear communication face to face and on the telephone.
- Lifts up to 10 pounds regularly and 25 pounds occasionally.
- Exposed to typical office environment conditions and noise levels.

**MENTAL AND REASONING REQUIREMENTS:**

- Uses critical thinking skills to inform decision making and assignments
- Able to set goals based on available information and to plan work in order to meet deadlines. Able to project likely future occurrences based on current or historic data.
- Able to formulate appropriate responses to requests for services and information from internal or external customers.

**OTHER JOB REQUIREMENTS:**

- Maintains professional behavior, dress and appearance at all times.
- Attends meetings and trainings as requested; able to attend occasional early morning and evening meetings as needed.
- Assists with other duties as assigned on a regular or occasional basis.
- Drives personal car on business; maintains driving record and personal car insurance in accordance with organization's policies and provides related records periodically.

**ACKNOWLEDGMENT:**

I, (print name) \_\_\_\_\_ have read and understand the above job description and agree to comply with and be subject to its conditions. I understand that the Organization reserves the right to delegate, remove, expand, or change any and all responsibilities listed above and will inform me of any such change. I certify that I am able to perform the job duties as described with or without an accommodation.

To apply, please send resume/cover letter to [HR@OneOC.org](mailto:HR@OneOC.org)

*OneOC is proud to be an equal opportunity employer*