



MARKETING MANAGER

Job Description

Tempe Community Action Agency is committed to maintaining and promoting a diverse, inclusive, accessible and equitable environment where all employees are welcomed, respected and valued regardless of age, race, ethnicity, religion, national origin, sexual orientation, gender identity or expression, disability/medical condition, or any other status. We recruit and retain insightful employees with backgrounds and skills from across the professional spectrum who join our organization because they want to make a real difference in the lives of our neighbors. TCAA is an equal-opportunity employer. We embrace a philosophy that recognizes and values diversity. We aim to attract, develop, retain, and promote a talented, diverse workforce in a culture where all employees will contribute to their fullest potential.

Purpose:

This position is responsible for the oversight, creation, management, and coordination of all marketing and business development efforts for TCAA under the supervision of the Director of Philanthropy. This includes, but is not limited to managing TCAA's awareness, reputation, and positioning via branding and identity programs; creating and updating marketing efforts (brochures, website, social media, SEO, campaigns); marketing and communications designed to increase engagement of volunteers and stewards in the mission of TCAA; and cultivation and engagement of corporate and community partners.

Areas of Responsibility:

Marketing and Communications

- Brand management: Coordinates the appearance of all print and electronic materials such as letterhead, use of logo, brochures, etc. Collaborates with internal staff and external partners to incorporate and maintain brand standards.
- Print Collateral: Coordinates the creation of collateral such as agency brochure, newsletters, fundraising materials, and capital campaign materials
- Social Media: Leads the social media strategy, maintains the content calendar, and produces engaging content for each channel
- Website: regularly audits website and manages frequently updated content
- Public Relations: Seeks opportunities to highlight the TCAA mission through media outlets, writing and distributing press releases, coordinating media interest, and ensuring regular contact with target media and appropriate, timely responses to media requests
- Participant engagement: Serves as the primary resource to engage TCAA participants to share their stories through interviews, photo shoots, and videos
- Campaigns: Manages fundraising and awareness campaigns that build awareness of and fosters engagement with and support for the agency

Project Management

- Identifies the effectiveness of marketing materials/strategies by tracking specific metrics including program participation, volunteer support, and contributions from individual/corporate donors
- Leads projects as assigned, such as cause-related market research and special events
- Tracks ROI of campaigns to develop more effective marketing strategies for the future

Business Development and Stewardship

- Conducts research and develops a growth strategy that increases corporate contributions to and service for the agency
- Applies strategies that attract and retain corporate, nonprofit, and community groups in supporting TCAA's mission
- Builds long-term relationships with new and existing partners
- Ensures delivery of corporate and sponsor benefits



Supervision

- Provides supervision and direction to community outreach and volunteer engagement staff

Required Knowledge/Experience

- A minimum of three years of experience in marketing, communications, public relations, or fundraising with continued success, preferably in the nonprofit sector
- Must be able to communicate effectively both verbally and in writing with superiors, colleagues, donors and volunteers and above average communication and customer service skills
- Proven skills, knowledge and experience in the design and execution of marketing, communications, and public relations activities
- Business development experience preferred
- Strong creative, strategic, analytical, organizational skills
- Demonstrated successful experience writing press releases, making presentations and negotiating with vendors and media
- Bilingual English/Spanish preferred

Required Educational Background

- Bachelors degree in business or commensurate experience in a related field

License/Certification Requirements or Ability to Secure Upon Hiring

Arizona driver's license, clean driving record, and a vehicle to use in performance of job

Eligible for Level One Fingerprint Clearance, Arizona Division of Aging and Adult Services Clearance, and Arizona Department of Child Safety Central Registry Clearance

Status: Full-time/Exempt, 40 hrs/week.

Compensation: \$55,000 - \$65,000 annually

Hours:

Monday through Friday, 8:00 AM – 5:00 PM, subject to periodic variation and changes. Occasional evenings and weekends required.

Benefits: TCAA provides a robust additional benefit package to complement compensation. This package includes paid holidays including a personal birthday and religious/cultural preference holiday, vacation and sick time accrual that increases with tenure, as well as medical, dental and vision insurance, life insurance, disability benefits, Health Savings Account, Employee Assistance Program, telemedicine, and retirement. TCAA pays 100% of the employee's premium for medical insurance.

TCAA is an Equal Opportunity Employer

TCAA is committed to fostering, cultivating, and preserving a culture of diversity, equity and inclusion. Our human capital is the most valuable asset we have. The collective sum of the individual differences, life experiences, knowledge, inventiveness, innovation, self-expression, unique capabilities, and talent that our employees invest in their work represents a significant part of not only our culture, but our reputation and company's achievement as well. We embrace and encourage our employees' differences in age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status, veteran status, and other characteristics that make our employees unique.

TCAA is committed to creating and maintaining a workplace in which all employees have an opportunity to participate and contribute to the success of the business and are valued for their skills, experience, and unique perspectives. This



commitment is embodied in company policy and the way we do business at TCAA and is an important principle of sound business management.

To apply, send a current resume to humanresources@tempeaction.org