



Tempe Community Action Agency

Marketing Manager Job Description

Purpose

The Marketing Manager plays a vital role in advancing the mission of Tempe Community Action Agency by managing brand messaging and community engagement through digital and print media. Working collaboratively with the Director of Mission Advancement, this position assists with the development and execution of strategic marketing, public relations, and communications initiatives. The ideal candidate is a creative and strategic storyteller with a passion for nonprofit work and community impact.

Key Responsibilities

Brand Management & Public Relations

- Develop and maintain brand guidelines to ensure consistency in messaging and visual identity.
- Craft compelling public relations and communication strategies to enhance awareness of the organization's mission and impact.
- Assemble photo library for visual representation of programs, staff and volunteers
- Assist and support media and public relations efforts

Capital Campaign Messaging & Fundraising Support

- Collaborate with the development team to create persuasive campaign messaging and donor materials.
- Develop marketing assets such as campaign brochures, impact reports, and case statements
- Assist and support donor communications and newsletters
- Ensure fundraising messages align with the organization's brand voice and inspire donor engagement.

General Marketing & Communications

- Create and manage marketing materials, including newsletters, brochures, annual reports, and email campaigns.
- Support program teams by developing outreach materials for events, advocacy efforts, and community initiatives.
- Ensure accessibility and inclusivity in marketing materials to reach diverse audiences.

Website Management & Digital Marketing

- Maintain and update website content to ensure accuracy, relevance, and engagement.
- Monitor website analytics and optimize content for SEO and user experience.

Social Media & Community Engagement

- Develop and implement social media strategies to amplify the organization's mission and programs.



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- Create and schedule engaging content across multiple platforms, including Facebook, Instagram, and LinkedIn.
- Monitor social media interactions, respond to inquiries, and foster online community engagement.
- Represent the organization at community events, advocacy initiatives, and partner engagements.
- Supervises the Community Engagement Coordinator.

Other Responsibilities:

- Contribute to the overall success of the organization by working with staff and others to achieve the mission.
- Develop and maintain sensitivity to employee and constituent diversity and demonstrate cultural competence in the workplace and in the services provided by the agency.
- Demonstrate respectful treatment of other employees, program participants, and all stakeholders.
- Build community support for the organization by helping to recruit volunteers and donors.
- Performs other duties as assigned

Qualifications & Skills

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field.
- 2+ years of experience in nonprofit marketing, communications, or public relations.
- Exceptional writing, storytelling, and content development skills.
- Proficiency in digital marketing tools, content management systems, and email marketing platforms.
- Experience with graphic design software (Canva) is a plus.
- Ability to manage multiple projects, meet deadlines, and work in a collaborative team environment.
- Excellent interpersonal skills
- Strong strategic thinking skills, and efficient, timely plan execution
- Strong working knowledge of Microsoft Office applications
- Passion for nonprofit work, social impact, and community engagement.

License/Certifications: Possess Arizona driver's license, insurance, and a vehicle to use in performance of job.

Additional Requirement: Level One Fingerprint clearance card or the ability to obtain one

Status: Full-time/Exempt; Hybrid work environment

Hours: Monday through Friday, 8:00 AM – 5:00 PM, subject to periodic variation and changes.

Salary Range: \$52,000 - \$65,000



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Benefits: At TCAA, we believe that our employees are our greatest asset. To show our commitment to their well-being and professional growth, we offer a comprehensive benefits package designed to support and enhance work-life balance. Our key benefits and perks for most positions include, but aren't limited to:

- 14 paid holidays annually
- Accrued vacation and sick time that increases with tenure
- Medical, dental and vision insurance including PPO and health savings account options, with employee medical premiums covered at 100% by TCAA
- Life insurance, disability benefits, accident coverage, and retirement
- Employee Assistance Program
- Simple IRA with company match up to 3%
- Annual merit-based Increases after 9 months of employment
- Flexible work schedules and hybrid options for certain positions
- Paid time off to volunteer
- Reimbursement of background clearance costs for entry-level positions

TCAA is committed to fostering, cultivating, and preserving a culture of diversity, equity and inclusion and an environment where every employee feels valued and empowered to bring their whole selves to work. The collective sum of the individual differences represents a significant part of our culture, reputation, and achievements. We believe that together, we can achieve greatness by embracing our differences and working collaboratively towards a common purpose.

We're eager to meet people that believe in our mission and can contribute to our team in a variety of ways - not just candidates who check all the boxes. We consider an equivalent combination of knowledge, skills, education, and experience to meet minimum qualifications. If you are interested in applying, we encourage you to think broadly about your background and skill set for the role. We want people to feel comfortable expressing their true selves and to come, stay, and do their best work here.

TCAA is an Equal Opportunity Employer

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