

Title: Marketing and Communications Manager (volunteer)

Purpose:

The Marketing and Communications Manager will help the OIT Executive Director plan and create communication campaigns, collateral, and other materials - either print or Internet based. This role is acts as a liaison between the board of directors and staff of the organization and its constituents such as volunteers, event patrons, sponsors, VIP donors, the media, and the community at large.

Average Time Commitment:

Preferred commitment is longer-term (nine months or longer). To begin, two to four hours per week depending on the amount of rework needed now and events approaching in the next two to three months. From June 1st forward, four to eight hours per week will be required at a minimum for several months to prepare for the 19th Reel Affirmations Film Festival.

Responsibilities:

The Marketing and Communications Manager is responsible for regular and consistent communications via various forms of media and will work with partners to report and encourage publication of the organization's activities. Each manager will act as backup to the other.

- Write and edit content for the One In Ten and Reel Affirmations Web sites, print collateral, press releases, direct mail letters and emails, and assist with The Reel Goes Round blog.
- Coordinate graphic design materials produced by other volunteers
- Manage print production and management of various external vendor relationships
- Actively manage OIT/RA's accounts on a variety of social networking Web sites to promote activities of the organization.
- Formulate and document the organization's standards regarding communication and brands.
- Work with the Technology Team to increase the effectiveness of the organization's Web sites through the build-out of additional content and the pull-through of patron's actions for fund raising and event ticket sales.

Qualifications:

- Strong writer with experience crafting marketing communications
- Demonstrable oral and written communication skills, proofreading according to AP Style, and critical thinking skills as it relates to crafting communications strategies.
- Drive to determine communications needs and initiative to propose solutions without being tasked with specific duties.
- Creative skills to find communications solutions for various needs.
- Project management skills and the ability to transform ideas into content.
- Previous experience creating content for Web sites.
- Prefer previous experience for a non-profit organization
- Prefer previous experience for an arts-related organization

Supervisor of Work:

The Marketing and Communications Manager will report directly to the Executive Director of One In Ten.

Measure of Success:

- Delivery of tasks as per the agreed upon timelines

- A full understanding of the organization's needs and ability to communicate defined messages to specific audiences.
- Undertakes initiatives to fill communications voids with content and coordinated messaging.
- Regularly participates in project teams to assess needs, design ideas, and effect completion of tasks to deliver solutions.

Benefits of the Position:

This position provides the volunteer with practical experience working for a non-profit organization. It ensures that the organization is able to strengthen its bond with constituents throughout the calendar year with an effective communications plan. Being able to join the organization's efforts, assess priorities, and assist with the improvement of the relationships provides an excellent example for a volunteer to prove his or her abilities with marketing and Web communications. Another benefit is the chance to work as part of a team of like-minded individuals who believe in the mission of the organization and who wish to support it by donating their time and professional expertise. Success in this position can provide future opportunities with the organization such as a potential paid position or a board seat.