Status: Exempt

# Public Relations and Marketing Manager

## Definition

The Public Relations and Marketing Manager is responsible for the development and implementation of strategic marketing and outreach initiatives to support the advancement of the Missoula Aging Service’s mission. The Public Relations and Marketing Manager is responsible for creating compelling content, managing digital and traditional marketing channels, engaging with the community, writing press releases, and serving as a media spokesperson to raise awareness of MAS’ programs and services, as well as elevate aging issues in the community.

## Essential Duties

*(The following are intended to illustrate typical duties; they are not meant to be all inclusive or restrictive.)*

1. Supports Agency’s mission and philosophy and fully participates in Agency’s goals and objectives, including, but not limited to, being available to work occasional evening and/or weekend events.
2. Develop and implement a comprehensive marketing and outreach strategy to promote MAS’ programs and services.
3. Serve as MAS’ primary media spokesperson, writing and distributing press releases, responding to media inquiries, and coordinating interviews with MAS staff and clients.
4. Cultivate relationships with community partners, stakeholders, and media contacts to enhance MAS’ visibility and reach. Identify and proactively create opportunities to position MAS as a thought leader in the aging community and around aging issues.
5. Develop and implement training program for MAS staff to equip them with the necessary skills to serve as effective spokespeople for Agency as needed.
6. Create engaging content for digital and traditional marketing channels, including social media, website, email campaigns, and print materials.
7. Oversee the design, production, and targeted dissemination of all printed and electronic materials, such as various MAS program newsletters, Agency annual report, brochures, flyers, event materials, reports, and campaign materials.
8. Manage and review product content produced by contracted graphic designer and/or related vendors.
9. Manage social media accounts, including posting regular updates, responding to comments, and monitoring trends.
10. Ensure consistent look, style, “voice” and feel for communications and provides ongoing education for staff on branding compliance in accordance with existing Brand Guidelines.
11. Collaborate with Program Managers, Leadership Team, Development Director, and staff to ensure consistent messaging and branding across all channels.
12. Monitor and analyze the performance of marketing campaigns and initiatives using data to inform future strategies.
13. Work with Program Managers, Leadership Team, Development Director and staff to conduct independent research to maintain up-to-date lists for community partner outreach and media distribution.
14. Works with the Development Team to implement strategies for growing Agency communication lists to ensure effective communication with key audiences.
15. Track and analyze trends, market data, and competitive insights to inform strategic decision-making and identify opportunities for growth and expansion of MAS programs and services.
16. Maintain accurate records of outreach activities, contacts, and outcomes in the CRM system and provide regular reports to the Development Director on performance metrics and goals.
17. Models positive leadership. Fosters positive teamwork and collaboration. Cultivates open communication. Acts as a catalyst for change and continuous improvement. Encourages and empowers others to achieve.
18. Performs related duties as assigned.

## Supervision Received

Works under the general direction of the Development Director.

**Supervision Exercised**

Provides supervision to contracted graphic designers and/or other related vendors.

## Working Relationships

The work entails interacting with varied Missoula Aging Services staff as well as clients, varied professionals, media reporters and sales representatives, community leaders, businesspeople, and the general public while advancing the agency’s mission and objectives. Work is performed within a team environment.

**PHYSICAL/MENTAL DEMANDS & WORKING CONDITIONS**

Requires moderate physical effort, moving between 5 and 25 pounds, on an intermittent basis (45% – 70% of the time). Requires high attention to detail or deadlines on a frequent basis (between 45% and 70% of the time). While performing the duties of this job the employee continuously (over 70% of the time) walks, stands, bends, or stoops, kneels, or squats, works with arms above shoulders, performs repetitive movements, and distinguishes colors. The employee is frequently (45% to 70% of the time) required to use fingers to grasp or pinch and use clear distance vision (20+ft.). The employee is required to continuously (over 70% of the time) have full use of two hands, keyboard, use clear close vision (under 20 inches), hear normal conversations, and speak. The employee frequently (45% - 70% of the time) is required to work alone.

Work requires exposure to one disagreeable element present in moderate intensity, on an intermittent basis (less than 15% of the time). The work requires occasional travel within the Missoula community. Must possess a valid driver’s license and maintain vehicle insurance as required by MT law.

## Required Knowledge, SKILLS, and Abilities

## *Knowledge:* Demonstrated proficiency with Adobe InDesign and Photoshop are required. Experience managing social media campaigns (i.e., Meta, Facebook, Twitter, LinkedIn), Firespring, Word Press or other website platforms, and electronic delivery applications such as Campaign Monitor or Constant Contact are required. Demonstrated proficiency managing Google Ads and Analytics are required. Non-profit marketing and communications experience a plus. Experience purchasing electronic communications a plus.

## *Skills:*

## Highly proficient skill in oral communication, community engagement and public speaking. Considerable skill in leading and working with diverse groups and individuals. Proven skill in the use of personal computer and Microsoft Office and related software programs. Considerable skill in program development, implementation, and evaluation. Considerable skill in project management, journalism/ storytelling, and marketing with a focus on setting priorities, managing multiple assignments and meeting deadlines. Skilled in website management and trouble shooting. Excellent writing, meticulous copy writing and editing, considerable interpersonal relations skills and proven skills in negotiation are required. Demonstrated skill in researching and compiling information.

*Ability:*Ability to work within a team based, cross functional environment. Ability to successfully interact with a wide range of individuals and organizations of diverse backgrounds and viewpoints. Ability to work with minimal supervision. Ability to read/listen to and understand information and ideas presented in writing or orally. Ability to communicate information and ideas in speaking so others will understand.

*Education and Experience:*

The preferred knowledge, skills and abilities described above are typically acquired through the completion of a relevant bachelor’s degree (e.g., public relations, marketing, communications, business administration, journalism), and 5+ years in communications and marketing for a nonprofit organization and/*or* a suitable combination of education and experience. Volunteer work may be considered in evaluating work experience.

**Competency**

*Professionalism:* Approaches others in a tactful manner; reacts well under pressure; treats others with respect and consideration regardless of their status or position; accepts responsibility for own actions; follows through on commitments.

*Quality:* Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.

*Quantity:* Meets productivity standards; completes work in a timely manner; strives to increase productivity; works quickly.

*Safety and Security:* Observes safety and security procedures; reports potentially unsafe conditions; uses equipment and materials properly.

## Personal attributes

This position requires a great amount of self-motivation, self-directedness, and discipline. Must be able to work and perform under moderate to high pressure. A high level of organizational skill is necessary in receiving and prioritizing internal clients. Must be willing to assist other co-workers as needed without direction to do so. Teamwork and flexibility are essential to this position and to the company.

**I understand that this job description is presented as a matter of information only and nothing contained in this job description shall be construed as an agreement or contract of employment between Missoula Aging Services and the employee.**

**I acknowledge receipt of job description and have read and understand the duties outlined above.**

**Employee Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Supervisor Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Program Director Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

HR Director Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_