**Public Relations and Marketing Manager**

July 2024

# Thank you for your interest in the Public Relations and Marketing Manager position with Missoula Aging Services, a premier employer, in beautiful Missoula, Montana. This is a full-time, 40 hour per week position on our Development/Communications (Dev/Com) team. The starting salary for this exempt, fully benefited position is $56,000- $60,000 annually, depending upon experience and qualifications.

**Enjoy having your nights and weekends available to do what you like!** The Public Relations and Marketing Manager hours are Monday through Friday, 8 AM to 5 PM. Occasional use of a personal vehicle and travel within the Missoula community and surrounding area is required. You must maintain a valid MT driver’s license and vehicle insurance as required by MT state law.

**Instant job satisfaction in knowing your work is making someone’s day better.** Under the direction of the Development Director, 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. The Public Relations and Marketing Manager position is a highly visible role with frequent interaction with public officials, media, and community members in Missoula County.

Additionally, candidates shall have:

1. Demonstrated proficiency with Adobe InDesign and Photoshop required.
2. 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 required.
3. Demonstrated proficiency managing Google Ads and Analytics required. Skilled in website management and trouble shooting.
4. Non-profit marketing and communications experience preferred. Experience purchasing electronic communications preferred.
5. Highly proficient skill in oral communication, community engagement and public speaking. Considerable skill in leading and working with diverse groups and individuals.
6. Considerable skill in program development, implementation, and evaluation.
7. Demonstrated skill in researching and compiling information. Considerable skill in project management, journalism/ storytelling, and marketing with a focus on setting priorities, managing multiple assignments and meeting deadlines.
8. Excellent writing, meticulous copy writing and editing, considerable interpersonal relations skills and proven skills in negotiation are required.
9. Ability to work within a team based, cross functional environment.
10. Ability to successfully interact with a wide range of individuals and organizations of diverse backgrounds and viewpoints.
11. Ability to work with minimal supervision. Ability to read/listen to and understand information and ideas presented in writing or orally, and ability to communicate information and ideas in speaking so others will understand.

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 *OR* a suitable combination of education and experience. Volunteer work may be considered in evaluating work experience.

Qualified candidates must submit a **cover letter and resume** to be considered. Candidates selected for interview will be asked to provide a work portfolio.

**For more information or to apply directly:**

Visit the Missoula Aging Services website – <https://missoulaagingservices.org>

* Click on “About Us - Careers” (top of page)

Submit your cover letter and resume to: jschultz@missoulaagingservices.org

**Benefits:**

* Missoula Aging Services is part of Missoula County’s benefits plan, providing excellent health, dental, vision, group life & long-term disability insurance (available first of the month following 60 days after hire).
* Paid Time Off, Holidays & Paid Extended Leave
* Retirement (with matching contributions after one year of service)
* Employee Assistance Program (EAP)
* HSA/Flex
* Wellness Plan
* Flexible Scheduling

Missoula Aging Services is an equal opportunity employer. We consider applicants for all positions without regard to race, color, religion, gender, national origin, age, marital status, sexual orientation or veteran status, the presence of a non-job-related medical condition or disability, or any other legally protected status. Please advise us if accommodation is needed to participate in the application or interview process.

**MISSION**

Missoula Aging Services promotes the independence, dignity, and health of older adults and those who care for them.

## **VISION**

Missoula Aging Services is the voice of older adults. We provide programs and services in our communities, empowering people to age with confidence and without fear.

**VALUES**

**To make our mission and vision a reality, we practice the following:**

* In working with each other and the community, we follow our Guiding Principles and core values which are Integrity, Communication, Accountability, Respect and Safety.

**To support our mission:**

* We are person-centered in working with our clients.
* We respect a person’s autonomy within their capacity to remain independent.
* We believe that diversified funding creates a healthy and sustainable organization.
* We recognize the value of services we provide to aging adults, to veterans and to people with disabilities.
* We determine what and when services should be fee for service based on established criteria.
* We listen first. We believe that hearing from the people guides our direction.
* We are inclusive and non-partisan, listening to the minority and the majority.
* We are respectful in our communication and our behaviors – individually and collectively.
* We recognize that lack of awareness can lead to underserved aging adults.
* We believe that collaborative strategies can result in effective and efficient efforts and partnerships.
* We believe that volunteering provides a positive experience for the volunteers and those we serve.
* We honor and value our volunteers, respect their wisdom, experience, and engagement.
* MAS volunteers and clients are excited, enriched and valued through community service opportunities.

**DIVERSITY STATEMENT**

Missoula Aging Services welcomes and values all persons and embraces diversity among our staff, clients, and others whom we serve. We are committed to fostering, cultivating, and preserving a culture of diversity, equity, and inclusion.