



Job Title: Marketing Communications Manager
Job Code: 534
Department: Marketing Communications
Reports To: Director of Marketing and Member Relations
Class Code: 8810
FLSA Status: Exempt
File Name: Marketing Communications Manager.docx
Prepared Date: 9/7/11, revised 3/22/12, 1/7/13, 9/5/15, 8/2019, 3/29/2022

SUMMARY

Do you enjoy leading a team on marketing and communication campaigns? Are you a creative problem solver, tech savvy and good at developing teams? This position is responsible for overseeing all Communications Department staff in the development of a wide variety of marketing communications materials, including a monthly magazine, website, email marketing, digital/print advertising and signage. This position performs a high level of administrative, technical, conceptual, managerial, mentoring and professional work in furthering the efforts of this team. This position is also responsible for establishing and enforcing content standards, and for managing the association's public relations program.

SKILLS

- knowledge of the following:
- Project management
 - Staff development
 - Strong writing, grammar, syntax and vocabulary
 - Digital and print advertising coordination
 - Superior client service
 - Vendor coordination
 - Knowledge of and experience working within Social Media environments such as Instagram, Facebook, Twitter, YouTube
 - Microsoft Office: Word, Excel, Access, Outlook
 - Adobe Creative Suite
 - Knowledge of basic computer networking and work station maintenance / setup
 - Knowledge of and experience working with email systems such as Mailchimp
 - Knowledge of and experience working with and managing website content managements systems such as WordPress

ESSENTIAL DUTIES AND RESPONSIBILITIES

Content

- include the following. Other duties may be assigned.
- Responsible for overseeing content management and assisting with marketing vision for Tahoe Donner. Responsible for developing, managing and maintaining all published content for the company. Assist in the strategic and conceptual development of stories as well as overall marketing strategy.
 - Combine marketing and communications skillset to create information and communication using current technology, web interaction and usability standards across all communication forms.
 - Lead *Tahoe Donner News* monthly editorial meetings, enforce content submission deadlines, assist with photography and photo selection as needed, monitor and address ideas, submissions and suggestions from members, staff, board and various other community groups. Oversee magazine details including content, layout, file transfer and distribution deadline.
 - Manage various other web-based publications, email marketing initiatives, association website and other applications. Ensure that staff efforts are coordinated, and quality control has been executed for all materials.
 - Establish and enforce editing practices and language usage. Monitor AP Style and adapted Tahoe Donner style configuration and naming convention across all Tahoe Donner media.
 - Assist with special projects as needed. Assist in preparation of print bid specifications for printing and publications. Help coordinate file delivery.
 - Manage the front-end of the association's eStore and Member Portal

Project Management

- Manage/direct projects from beginning to end utilizing the following skills: writing, project management, editing and proofing, creative suggestion and print bidding.
- Lead regular meetings with amenity managers and Marketing staff. Identify upcoming projects and prioritize appropriately in the work order system to ensure that the most important and time-sensitive projects are being done first. Oversee SharePoint Work Order system including, but not limited to, timelines, project management, workload distribution and scheduling overall Communications department workflow.
- Create and maintain a results-driven workflow process while building a fun, cohesive and professional team environment. Encourage the Communications team to work together to fulfill work order requests in a timely manner, follow association protocol and work professionally with all Tahoe Donner departments.
- Provide excellent customer service, build and maintain relationships with board members, amenity managers, customers, business partners and employees.
- Build monthly project calendar/outline with each amenity/project to forecast events, marketing initiatives and positive communication flow.
- Develop and maintain a working knowledge of association publication guidelines and association policies.

Administrative Duties

- Supervise 4 full-time staff members by providing conceptual direction, technical support, career guidance, resource management, leadership, training and quality control of content produced and brand guidelines.
- Adhere to all company procedures and policies and ensure that staff is doing so, as well.
- Input payroll for Communications Department and ensure that staff hours have been submitted to Payroll per company protocol. Ensure that hourly staff have entered all punches and are working an appropriate schedule. Manage department's PTO schedule so impact on workflow is minimized.
- Conduct employee reviews and set employee goals for Communications Department.
- Input purchase requests, invoices and other financial data for the administration as necessary.
- Assist in budget planning process for projects and publications as needed. Manage and oversee the department's budget, ensuring fiscal viability. Participate in P&L review.
- Stay up-to-date on association's business affairs and projects, and ensure that Communications staff is also aware. Attend management meetings and report back relevant information to Communications staff.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. In addition, the Marketing Communications Manager must be capable of maintaining and updating our website(s) and coordinating special web services and technologies.

EDUCATION and/or EXPERIENCE

Bachelor's degree (BA, BS) or equivalent from four-year college or technical school in addition to 10 years of marketing field experience and/or training in publications and/or writing; or equivalent combination of education and experience.

Demonstrate high level of proficiency with Microsoft Office. Experience with publication management, editing and organizational duties are also desired. This position requires initiative and strong organizational skills.

CERTIFICATES, LICENSES, REGISTRATIONS

Requires possession of valid Class C Driver License with a driving record meeting the minimum standards required by the association insurance carrier.

LANGUAGE SKILLS

Ability to read, analyze, write, and interpret general business periodicals, professional journals, technical procedures or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public. Ability to speak effectively before groups of customers or employees of organization.

MATHEMATICAL SKILLS

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

REASONING ABILITY

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions. While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel and talk or hear. The employee frequently is required to reach with hands and arms. The employee is occasionally required to stand, walk, climb or balance; stoop, kneel, crouch or crawl; and taste or smell. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required for this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

TEAMWORK

Exercise teamwork across businesses, functions, and association departments. Maintain open communication channels across all avenues creating an atmosphere where all ideas can be expressed freely. Welcome creativity as a problem-solving tool. Implement change followed by continuous improvement.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently exposed to moving mechanical parts. The employee is occasionally exposed to high, precarious places; fumes or airborne particles; toxic or caustic chemicals; outside weather conditions; and risk of electrical shock. The noise level in the work environment is usually moderate.