



Communications & Marketing Manager

POSITION DESCRIPTION

ESSENTIAL FUNCTIONS The Communications & Marketing Manager plays a pivotal role on the Zephyr Point Presbyterian Conference Center Development Team. The Manager's primary role is to create, plan, and execute all communication and marketing initiatives while upholding the Zephyr Point mission. The Manager will create inspiring and engaging communications through multiple channels and deliver targeted results. This position requires someone who will think strategically, work passionately and deliver consistently.

SALARY RANGE: C - Manager

STATUS: Full-time

CLASSIFICATION: Non-Exempt

SUPERVISOR: Reports to the Director of Development

DIRECT REPORTS: N/A

DUTIES AND RESPONSIBILITIES:

- A. Develop, execute, and monitor communication and marketing initiatives and strategies across a variety of channels.
- B. Approve all branded content, signage, digital or print materials for production.
- C. Provide communication and marketing support to all department Directors and Executive Director.
- D. Create compelling content for website, CRM, and social media, administering these and other relevant platforms.
- E. Stay up to date on the latest marketing trends and reports.
- F. Independently capture, shoot, edit and publish multimedia content.
- G. Effectively communicate key insights and findings to leadership with recommended ways for optimization.
- H. Work with relevant departments to create email marketing campaigns.
- I. Drive employee engagement, understanding and awareness of ongoing initiatives.
- J. Contribute to outreach, awareness and community building efforts within Zephyr Point and the greater Tahoe Community.

KNOWLEDGE, SKILLS AND ABILITIES

- A. Experience in creating, developing and implementing communication campaigns and marketing collateral.
- B. Communications experience (but not limited to) crisis communications, internal communications, sales, marketing, and donor communications.
- C. Media relations experience, including press release, fact sheet, and related material creation and development.
- D. Experience with managing multiple channels on a social media calendar and creating content.
- E. Familiarity with web development and design.
- F. Experience with Google analytics and other analytics/qualitative tools.
- G. Fluency in reading, writing and speaking English with strong interpersonal, verbal and written communication skills to interface effectively with board members, staff, groups, donors, volunteers and guests.
- H. Spanish speaking and writing considered a plus but not required.
- I. Critical thinker with strong analytical skills, and self-starter.
- J. Leadership mindset with strong collaboration skills and ability/willingness to work collaboratively.
- K. Strong organizational skills, ability to multi-task.
- L. Compelling writer, editor and proofreader, able to adapt styles depending on audience and communications channel.

QUALIFICATIONS:

- A. Minimum four-year college degree in related field or equivalent experience.
- B. Additional education, such as master's degree or professional certifications desired.
- C. Proficiency in standard office software platforms including database management and Microsoft Excel, Outlook, and Word.
- D. Familiarity with the Presbyterian Church (USA).

PHYSICAL DEMANDS & WORK ENVIRONMENT

Physical demands and work environment characteristics including, but not limited to, lifting/moving up to 25 pounds, walking on unstable grounds up to 1 mile, and exposure to variable seasonal weather conditions, moving machinery, and moderate noise are representative of those that may be required of an employee to successfully perform the essential functions of this job.

In compliance with applicable disability laws, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Applicants and incumbents are encouraged to discuss potential accommodations with the employer.

Other duties may be assigned. Should such duties become routine, the job description will be reviewed and revised.

Print Name _____ Date _____

Signature _____

Executive Director Signature _____ Date _____