

THE RESURRECTION PROJECT
Job Description

Position Title	<u>Communications and Marketing Manager</u>
Supervisory Relationship	Reports to the Vice President of Marketing and Resource Development
Organization General Description	The Resurrection Project (TRP) is a 501(c) (3) community development organization. Founded by a coalition of Pilsen churches in 1990, The Resurrection Project's mission is to build relationships and challenge people to act on their faith and values to create healthy communities through organizing, education, and community development.
General Job Description	The Resurrection Project's Resource Development and Marketing (RDM) department seeks to hire a Communications and Marketing Manager. The Communications and Marketing Manager will work with the VP of RDM and other business units to create and direct a communications and marketing plan with a goal of increasing visibility and increasing funding. The Marketing and Communications Manager will also work with the VP of RDM to ensure brand integrity across the organization and manage relationships with members of the press and media. The Marketing and Communications Manager works collaboratively with company leadership and manages and supervises assigned consultants and interns.
Primary Job Duties and Responsibilities	<ul style="list-style-type: none">• In conjunction with the VP of RDM, create and implement an organizational communications and marketing plan that includes multiple forms of media (i.e. social media, organizational website, print, radio, press, etc).• In conjunction with the VP of RDM, ensure brand integrity for all external publications by creating and managing brand guidelines.• Write and/or edit content and imagery for organizational collateral materials (i.e. newsletters, annual report, appeal letters, website, press releases, fact sheets, presentations, and social media sites, etc).• Direct the work of assigned graphic designers, printers, and other consultants.• Develop and manage relationships with vendors and members of the press and other media.• Create content and a dissemination strategy for the promotion of organizational events, programs, and special initiatives.• Ensure that contact information for members of the press and other media is up-to-date and entered into the organizational contact database.• Serve as the primary point of contact for the press and in

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conjunction with the VP of RDM, ensure that the appropriate spokesperson is assigned and prepared to respond to press requests.

- Participate in the planning and managing of press and fundraising events (i.e. of marketing materials, speaking points, presentations, etc).
- Coordinate the organization's presence at events.
- Monitor and track the results of the organization's marketing and communications efforts.
- Manage the production and availability of marketing packets.
- Build relationships with staff and partner organizations.
- Manage and supervise assigned consultants and interns.
- Other duties as assigned.

Performance Measures

- Create and implement a communications and marketing plan.
- Create and manage an organizational brand strategy.
- Centralize organizational marketing efforts.
- Achieve annual outreach goals (i.e. # of newsletters, # of press releases/media events, growth in constituency, dollars raised, etc).
- Create and oversee communications and marketing policies and procedures.
- Create effective communications and marketing materials.
- Manage assigned budget.
- Active participation in meetings and programs.

Essential Knowledge and Skills

- Bachelor's Degree required.
- Experience in project management.
- Three or more years of experience in communications, marketing, or public relations.
- Track record of success at placing and developing stories in media.
- Excellent verbal/written communication skills - required.
- Experience working with and communicating with printers, graphic designers, and web developers - required.
- Experience using programs such as Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, Macromedia Dreamweaver - preferred.
- Proficient in Microsoft Word, Publisher, Excel, PowerPoint, Outlook, and Internet Explorer - Required.
- English and Spanish bilingual (both written and verbal) - preferred.
- Proficient in social media platforms (Facebook, Twitter, and LinkedIn, etc.) - required.

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Special Working Conditions and Demands	Ability to drive, must have current driver's license, liability insurance as required by the State of Illinois, frequent travel within the Chicago metropolitan area, ability to work some evenings and weekends.
Position Classification	Exempt
Salary Grade	5
Prepared By	Julio Guerrero, Vice President of Marketing and Resource Development
Preparation Date	December 15, 2011
Statement of Equal Opportunity	The Resurrection Project is an equal opportunity employer and does not discriminate on the basis of race, national origin, gender, sexual orientation or disability.