Marketing, Membership and Communications Manager
Job Description
December 5, 2017

Position Summary: The Marketing, Membership, and Communications Manager, under the supervision of the Director of Operations, heads a team of staff and volunteers that is responsible for marketing and communicating across multiple platforms, including but not limited to the AIM and WERA websites, our social media accounts, paid, owned and earned media, and direct mail and email notifications and solicitations. The Marketing, Membership and Communications Manager also designs, implements, and continually updates a plan for building and retaining membership in Arlington Independent Media as well as managing all AIM member events, special events and initiatives. The Marketing, Membership and Communications Manager occupies an extremely visible role in the organization, acting as a collaborator and organizer for all elements of a non-profit organization that serves a diverse population.

Essential Duties and Responsibilities: To perform this job successfully, an individual must be able to perform the following satisfactorily; other duties may be assigned.

Marketing
- Leads staff and volunteer teams in devising and implementing strategic plans and tactical procedures to develop and grow the AIM and WERA brands in the Arlington community.
- Coordinates all efforts to promote the content produced by AIM staff and volunteer members to the greater DMV community.
- Promotes AIM training and maximizes participation and revenue through paid, owned and earned media as well as electronic communication with members and the public through the websites and email newsletters.

Membership
- Builds membership through integrated campaigns that work in several media including, television, radio, web, and social media.
- Manages the day-to-day operation of membership retention and renewal. Leads a team of staff and volunteers in tracking membership and the volunteer program.
- Manages the AIM database, ensuring that all member information is current and accurate.
- Manages the AIM member activities including: annual picnic; holiday party; annual meeting of members; and FAIM events.

Communications
- Newsletter. Manages the production, writing, editing, layout, and distribution of the bi-weekly membership electronic newsletter.
- Social Media: Manages a team of staff and volunteers in updating Facebook, Twitter, Instagram and Linked In pages, with information relating to training, member activities, television and radio programs and productions.
- Press: Keeps a current press list and writes and distributes press releases regarding newsworthy activities at AIM and WERA.
• **Web:** Manages two websites and acts as the onsite web coordinator for both, performing routine maintenance (building pages, adding and editing content); leads a team of staff and volunteers that work together to provide fresh web content on a weekly basis. Edits and approves copy and audio-visual content before posting. Serves as a member of the core web decision-making team.

• **Print:** Manages a team of staff and volunteers who design, write, and print materials.

**Competencies:** To perform the job successfully, an individual should demonstrate the following.

- **Collaboration** – Has excellent ability to work with and lead volunteers. Can inspire creativity, passion and dedication to the mission. Exhibits leadership traits, including confidence, self-possession, ability to think quickly and adapt to rapidly changing situations.

- **Communications** - Exhibits good listening and comprehension. Competently expresses ideas and thoughts in written form. Expresses ideas and thoughts verbally. Keeps others adequately informed. Selects and uses appropriate communication methods.

- **Customer Service** - Displays courtesy and sensitivity. Manages difficult or emotional customer situations. Meets commitments. Responds promptly to customer needs. Solicits customer feedback to improve service. Works well with people of all backgrounds, ethnicities, beliefs, places of origin, and ideologies.


- **Planning & Organization** - Integrates changes smoothly. Is flexible and responds well to changes in technology, environment, and structure. Is competent in planning for additional resources. Prioritizes and plans work activities. Sets goals and objectives. Uses time efficiently. Works in an organized manner.

- **Use of Technology** - Adapts to new technologies. Demonstrates required skills. Keeps technical skills up to date. Troubleshoots technological problems. Uses technology to increase productivity.

**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.

- **Education/Experience:** A bachelor's degree and a minimum of 4 years related experience including sales, advertising, membership, and/or marketing experience, and events management experience. Demonstrated ability to communicate clearly and effectively, both orally and in writing; ability to maintain records and materials in an organized manner, attend to details with accuracy, and handle multiple tasks simultaneously.
• **Reasoning Ability:** Creative ability and resourceful problem-solving skills; ability to multi-task and adapt to changing needs and priorities

• **Math Ability:** Frequent use of general math concepts to develop spreadsheets, track budgets and analyze data.

• **Language Ability:** Strong English language abilities, ability to communicate well in written and spoken.

• **Computer Skills:** Proficiency with Apple products and platforms. Proficiency with databases, experience with CiviCRM a plus. Proficiency in Microsoft Office Suite for Mac, including Word, Excel, and PowerPoint/Keynote; strong skills will Microsoft Word and Excel. Proficiency in web design a plus, especially with Drupal platforms. Knowledge and competency with Google tools. Competency with email communications, and content management systems.

**Supervisory Responsibilities:**

• **Team Leader:** Experience leading project teams a plus. Ability to work closely with and supervise the work of a wide variety of people of different skill levels.

**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.

Work is performed primarily at a desk using a computer. Long periods of sitting and using a computer screen are required.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.