



## Children's Development Academy

Position Description

rev. 9.12.24

TITLE: Marketing Communications Manager

REPORTS TO: Director of Advancement

STATUS: Non-Exempt

SCHEDULE: 9 a.m. – 3 p.m. Monday – Friday, with occasional nights and weekends

### SUMMARY OF FUNCTIONS:

The Marketing Communications Manager is responsible for the development and execution of a range of communications and marketing activities related to the CDA's programs, fundraising, and events. The Marketing Communications Manager is an essential member of the Advancement Team who manages communications and specific fundraising campaigns and drives to ensure that goals are met.

### MAJOR DUTIES AND RESPONSIBILITIES:

- Lead marketing and public relations efforts to increase awareness of the CDA and its mission.
- Design, implement and evaluate marketing strategies and activities, including, but not limited to brand management, public relations, newsletters, annual report, social media, website, branded collateral, announcements, invitations, videos, print materials, and development communications.
- Work closely with the Advancement Team to coordinate the communication for all CDA special events, including design and production of invitations, presentations, videos, signage, on-site support, acknowledgements, and any other needs as assigned.
- Project manage specific fundraising and donation campaigns, such as Back to School, Giving Tuesday, Santa Shop, and year-end appeal, including setting up the campaign in our CRM, pulling data and segmenting lists, creating communications components, and tracking results.
- Generate reports through our CRM and write and manage development communications components, including acknowledgment letters, tax letters, and specific appeals.
- Serve as a liaison between the Advancement Team and School staff to ensure proper flow of information and communication.
- Help identify opportunities in the community to further awareness of the CDA.
- Stay knowledgeable and report on critical issues related to the childcare industry.
- Track essential CDA data for use in marketing materials.
- Manage social media content for Facebook, Instagram, X (Twitter), LinkedIn and YouTube.
- Manage the monthly CDA e-newsletter and the CDA website.
- Take photos of school events for use in social media, newsletters, etc.
- Act as an ambassador of the CDA at community events.
- Other duties as assigned.

### ORGANIZATIONAL RELATIONSHIPS:

The Marketing Communications Manager works in collaboration with the Director of Advancement, the Executive Director, CDA school staff and the entire Advancement Team. The Marketing Communications Manager reports to the Director of Advancement.

### EXPERIENCE AND EDUCATIONAL REQUIREMENTS:

- Bachelor's degree preferred.
- 3+ years of marketing experience, including demonstrated results of communications strategies; development and fundraising experience and/or project management experience a plus.
- Excellent oral and written communication skills

- Experience with multiple social media platforms.
- Experience with Canva, WordPress, Constant Contact, and Bloomerang, or similar programs.
- Strong computer skills, including MS Office.
- Strong attention to detail and accuracy.
- Self-starter with the ability to multi-task and prioritize.
- Demonstrated ability to work collaboratively to achieve common goals and high performance standards.
- Demonstrated ability to direct and motivate others, including volunteers.
- Strong research, writing and analytical skills.
- Openness to innovation. Ability to react and adapt to changing situations appropriately. Demonstrated ability to understand constituents' needs, both internally and externally, and to respond effectively.
- Passionate about the mission of the CDA.

#### ADDITIONAL REQUIREMENTS

Must have reliable transportation; A valid driver's license; Vehicle insurance; Ability to work a flexible schedule; Ability to pass a criminal background check; Ability to learn and follow CDA procedures; Ability to work effectively with minimal daily supervision and guidance; Ability to operate a computer and other office equipment, including, but not limited to, the telephone, computer, and copier; Ability to use Microsoft Office Suite and Agency selected database for the collection of required data; Ability to occasionally lift items weighing 5 to 20 pounds; and Ability to successfully work with culturally diverse staff and service population.

#### SALARY & BENEFITS

- \$25 per hour, with an average of 30 hours per week.
- Small employee premiums for vision and dental insurance (participation is not mandatory).
- Short-term and long-term disability provided at no cost to the employee after a 90-day introductory period.
- 401K match up to 4%.
- Employee Child Care Discount.
- PTO: 10 days paid time off begins accruing on start date; additionally, most major holidays and the week from December 25 through January 1 is paid time off.

To apply, email a cover letter and resume to [dclayton@cdakids.org](mailto:dclayton@cdakids.org).