

## **Autism Delaware Inc.**

### **Marketing Communications Manager Job Description**

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#### **SUMMARY:**

Delaware's leading nonprofit, private agency serving the autism community seeks a qualified marketing communications professional to manage the organization's outreach to its many constituencies, using all available digital and print channels. Working closely with senior leadership, the individual is responsible for developing an overarching marketing communications strategy driven by the mission to make Autism Delaware the state's primary resource for information, resources, and support for families and individuals affected by autism, and for the professionals who serve them. The individual must be able to set measurable objectives that strengthen the Autism Delaware brand through "the 3 Rs": *recruitment* of families and providers to the agency; *retention* of these same individuals and groups through ongoing programs and outreach; and *raising money* to support and grow the agency's programs and services. Candidate will also liaise with local agencies and providers to encourage referrals to Autism Delaware services.

This is a salaried, exempt position reporting to the executive director.

#### **ESSENTIAL FUNCTIONS**

- 1) Develop, implement, and direct a strategic marketing communications plan that integrates the goals and objectives of staff leadership across the agency.
- 2) Manage the agency's publicity: Develop and implement a media relations strategy and schedule, seeking high-level placements in print, broadcast, digital, and other forms of traditional or new media; leverage existing media relationships and cultivate new ones; craft, disseminate, and follow up on press releases; serve as primary media contact for Autism Delaware; track and report on coverage; coach and prepare staff and other stakeholders for media engagement.
- 3) Create consistent, meaningful content on all social media platforms, including writing and editing social media posts, improving customer engagement, and promoting social media campaigns
- 4) Develop, write, and manage content of Autism Delaware's website (Wordpress).
- 5) Coordinate the messaging, writing, design, and production of all Autism Delaware corporate and program-based collateral materials, using outside vendors where appropriate.
- 6) Cultivate and maintain relationships with community stakeholders to support Autism Delaware's mission and strategic goals. These stakeholders include, but are not limited to, medical professionals and other service providers who are in a position to refer

families to Autism Delaware; community partners that support Autism Delaware through major gifts or employment of participants in the agency's adult vocational program, known as POW&R (Productive Opportunities for Work & Recreation); state and other agencies that partner with Autism Delaware, such as the Division for Vocational Rehabilitation and the Department of Health & Social Services, and so on.

- 7) Research, identify, manage, and measure ROI from paid advertising opportunities.

#### **NON - ESSENTIAL FUNCTIONS:**

1. Perform all work in accordance with Autism Delaware's policies and procedures.
2. Actively participate in agency fundraising and other functions.
3. Safely manage all aspects of job responsibilities,
  - Maintain a safe & hazard-free work area; raise concerns when appropriate.
  - Ensure health and safety through compliance with agency policies, OSHA, and other safety standards.
4. Perform all duties in accordance with federal, state, and local laws.

#### **QUALIFICATIONS**

1. Minimum bachelor's degree.
2. Minimum five years of professional hands-on marketing communications experience in a corporate or nonprofit setting.
3. A personal vehicle and valid driver's license are necessary, as some travel within the state will be required.
4. Background check is a condition of employment.

#### **ESSENTIAL SKILLS**

1. Strategic thinking capabilities, coupled with attention to detail.
2. Flexible multi-tasker able to manage several projects at one time.
3. Excellent oral and written communications skills; diverse portfolio of writing samples that reflect the ability to interview and write for a wide range of audiences.
4. Familiarity with full range of digital/print communications channels and social media platforms.
5. Excellent organizational and time management skills.
6. Proficiency in Microsoft Office, desktop publishing, and video conferencing apps such as Microsoft TEAMS.
7. Must be sensitive to and able to work with diverse and sometimes competing interests of both internal and external constituency groups.

**NOTE:** This job description in no way states or implies that these are the only job duties to be performed by the incumbent. They will be required to follow any other instructions and to perform any other duties requested by his or her supervisor.

#### **CONDITIONS FOR CONTINUED EMPLOYMENT**

1. Adherence to all Autism Delaware policies and procedures.

2. Punctual and regular attendance as scheduled.
3. Successful, safe, and effective completion of job tasks.
4. Cultivation of a culture of openness and information-sharing by building trust through regular, open and honest communication, looking for common ground, encouraging collaboration among team members, and building consensus via shared decision-making

**WORKING CONDITIONS**

This position calls for a flexible work schedule. General hours of operation are Monday to Friday from 8:30 A.M. to 5:00 P.M., although additional hours may be required to meet project deadlines, participate in special events, and meet with constituents in the community.

**SALARY:** Salary range: \$35,000-\$50,000, depending on experience.