



Job Description:

Job Title: **Marketing and Communications/Project Manager**

- I. Job Relationships: Reports to VP Resource Development and Community Engagement. Works on the Community Engagement Team with the Community Building and Engagement Specialist, and Development Assistant/Volunteer Coordinator. Participates in cross-departmental task forces and committees.

- II. General Description
Spearheads marketing and communications efforts to meet Lacasa's mission and strategic plan. Through these efforts, raises awareness throughout Elkhart County of Lacasa's mission, programs, and services, presenting a clear and positive brand. Manages processes/projects related to agency level initiatives.

- III. Responsibilities
 - A. Marketing and Communications Manager
 - i. Creates and distributes Lacasa electronic and print publications, including:
 1. Print Newsletter
 2. E-Newsletter
 3. Annual Report
 - ii. Creates and distributes press releases, public services announcements, and other media communications.
 - iii. Implements agency-based and program-based marketing campaigns through digital and traditional advertising channels.
 - iv. Works directly with vendors when outsourcing is appropriate.
 - v. Responsible for Lacasa brand identity, implementing the 2018 Brand Guide. Designs or oversees or approves the design of public facing documents on behalf of all Lacasa Departments.
 - vi. Responsible for Lacasa social media engagement through Facebook, Twitter, Instagram and other high return channels.
 - vii. Plans Lacasa events, overseeing invitations, venue selection, invitations, and RSVPs.
 - viii. Maintains calendar of upcoming Lacasa events, including workshops, community meetings, etc. and makes these public digitally.
 - ix. Responsible for Lacasa website maintenance and improvement.

 - B. Project Manager
 - i. Manages projects and processes related to agency-level initiatives.
 - ii. Creates project plans, organizes timing and assignment of actions, and holds members of Lacasa interdepartmental task forces accountable for commitments.

- iii. Throughout its duration, is a member of the Sustainable Business Initiatives committee and responsible for the management of the project.
 - C. Other.
 - i. Attend trainings and workshops that support functions.
 - ii. Other duties as assigned by the VP Resource Development and Community Engagement.
- IV. Personal Qualities
 - A. Gritty
 - B. Collaborative
 - C. Creative
 - D. Curious
 - E. Open-minded
 - F. Integrity
 - G. Mission-driven
 - H. Business-minded
- V. Skills / Qualifications
 - A. Enthusiastically embraces the mission and values of Lacasa, Inc.
 - B. Has achieved a bachelor's degree. A major in communications, public relations, business, marketing or a related field is preferred.
 - C. Has a good understanding of communications and marketing theory and strategies. 3-5 years of experience preferred.
 - D. Experience with graphic design.
 - E. Demonstrated excellent writing skills.
 - F. A problem solver.
 - G. Able and willing to travel. Must provide a personal vehicle with adequate vehicle liability insurance.
 - H. Must provide and carry a personal cell phone during work hours for communication with staff and vendors.
 - I. Computer skills including: Office Suite, donor database software, social media, website management.
 - J. Spanish language proficiency and multi-cultural experience preferred.
- VI. Hours and salary range
 - A. Full-time.
 - B. Salary will be established commensurate with the skills and experience of employee within the salary/wage range step.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not intended to be a complete list of all responsibilities, duties, and skills required. Lacasa, Inc. is an Equal Opportunity Employer

04/2018