



Marketing Communications Manager

At CTE Foundation, we're not just changing education, we're changing lives through our mission to innovate the education-to-career experience that strengthens student's lives, our community and the workforce. We are a community of passionate changemakers building a future where education is relevant, skills are valued and young people have a chance to thrive in Sonoma County.

We have a commitment to diversity at CTE Foundation. Education is a universal concern and we need people from all backgrounds and experiences to help innovate our education system and ensure equitable access to quality, career-connected learning experiences for all students. We are deliberate about the kind of team and culture that we are building, seeking team members that are strong in their own aptitudes and also share CTE Foundation values of equity, empowerment, engagement and entrepreneurial mindset.

Career Technical Education (CTE) Foundation is seeking a Marketing Communications Manager to activate and implement marketing and outreach strategies at our fast-paced nonprofit organization.

Reporting to the Director of Development and Marketing (DDM), the **Marketing Communications Manager** works closely with the executive leadership team to identify new opportunities and activate current strategies that increase visibility and awareness of the organization's work in a way that inspires community and donor support.

We are seeking a versatile "producer/activator extraordinaire" who can showcase and build upon their writing, public relations, graphic design and social media experience and skills.

Primary Duties:

Marketing/Communications/Public Relations

- Elevate organization visibility in the community by leveraging all communication platforms and resources including print, digital and web, social media, and external relations.
- Prepare, execute and evaluate annual plan for marketing/communications, program messaging, event marketing and organization outreach.
- Utilize graphic design applications to produce promotional collateral, donor materials, program flyers, invitations, and digital and social media content consistent with Foundation brand and identity.
- Collaborate with program staff to develop program messaging and review externally facing collateral (print and digital) to ensure branding and messaging are aligned and effective.
- Manage website content and continually evaluate the user experience.
- Gather and share student stories and testimonials (written, verbal and video) to effectively communicate the organization's impact.
- Coordinate video production contractor(s) and support activities such as story design, drafting scripts, gathering assets, and coordinating off site interviews/filming.
- Develop and/or nurture media contacts to promote the work of CTE Foundation to the community; draft press releases and editorials; cultivate opportunities for earned media.

- Track and report on all marketing activity and outcomes to Board of Directors and its Committees as requested.
- Support executive staff on strategies to expand stakeholder engagement and fundraising opportunities.
- Coordinate and attend organization's participation (tabling, etc.) at community events in order to deepen local networks, engage new donors, and expand community presence.

Event Coordination and Support

- Support the development and implementation of CTE Foundation fundraising and stewardship events.
- Support staff with other program related events as needed.

Fund Development

- Support Director of Development and Marketing with all communications and outreach related to donor acquisition, cultivation and stewardship.
- Draft messaging, outreach and fundraising communications for email, online, peer to peer and small donor acquisition campaigns.
- Support the DDM in the development of foundation and corporate grants/proposals to include reviewing proposal drafts, providing requested assets, and tracking foundation and corporate grants to ensure compliance with grant submission and reporting timelines.
- Support DDM in maintaining and tracking documents and activities in donor database related to recording, reporting and related compliance for donations and pledges from foundations, individual donors and businesses.
- Conduct outreach and follow-up to secure corporate sponsorships for annual fundraising event.

Skills and Qualifications:

- Excellent oral and written communication skills with demonstrated experience in sharing impact through storytelling whether through social media campaigns, blog writing, video production or other mediums.
- Graphic design experience creating and managing the development of social media posts/ads, brochures, flyers, e-newsletters and other digital and print marketing assets.
- Demonstrated success in and experience in activating strong digital communications, social media campaigns and presence.
- Post-Secondary education and/or equivalent work experience in communications, business or marketing desired (bonus for experience working with nonprofit organization).
- Bilingual Spanish preferred with demonstrated proficiency to translate in both written and verbal communications.
- Working mastery of computer programs including: Microsoft Suite (Word, Power Point, Excel, Outlook), and Adobe Acrobat, MailChimp (or equivalent), WordPress and graphic design programs (Adobe Creative Suite and/or Canva).
- Detail oriented, adaptable, organized with demonstrated ability to successfully simultaneously manage multiple projects and tasks (at once? Amidst others?).
- Excellent time management skills.
- Must be able to read and comprehend financial goals and fundraising reports and generate required reports on a timely basis.
- Ability to work independently as well as collaboratively as a team.
- High energy, outgoing, team player with a passion for CTE Foundation's mission is essential.

Salary & Benefits:

- Full-time, non-exempt position; Salary range \$72,000 - \$82,500 commensurate with experience

- \$1,000 signing bonus for demonstrated Spanish language proficiency (Upon completion of 90 day introductory period)
- Employer-sponsored medical, dental and vision benefits; employer sponsored 401k plan
- Generous paid time off benefits: 12 holidays, 10 days sick time, 10 days accrued vacation with step up for years of service and 2 personal floating holidays per year (vacation accrual rates commensurate with years of service)
- Flexible work schedule and work-from-home option (up to 2 days a week), following a positive 90-day review and based on supervisor recommendation
- CTE Foundation is committed to a workplace culture that supports individual and team development to include employee and workplace wellbeing opportunities.

HOW TO APPLY:

This position will be open until filled. The first round of applicants will be reviewed starting January 22, 2024. To be considered for this round, we encourage applicants to submit their materials by January 26 at 8:00 am.

Please submit via [this online Google Form \(preferred\)](#) or email your materials to careers@ctesonomacounty.org with the subject line “Marketing Communications Manager” Application (INSERT YOUR LAST NAME).”

The following must be included to be considered for this position:

- 1) Your resume
- 2) Complete the online form or address the following in your email or cover letter:
 - Why are you interested in the position with CTE Foundation?
 - What is your personal and/or professional lived experience that makes you an excellent candidate for this position?
 - Describe your proficiency in the Spanish language.
 - Two relevant samples of your writing. Examples may include but are not limited to blog posts, social media posts, newsletter copy, press releases, advertisement copy, or other marketing or development-oriented communications.