

Title: Manager, Marketing & Communications

Classification: Exempt

Salary Range: TBD

Job Location: WBENC Headquarters, Washington D.C.

Reports to: VP of Marketing and Technology

Position Description

The Manager, Marketing & Communications is responsible for event program planning, execution and evaluation. This position also serves as the main copy editor for all written communications in the organization, as well as program development and execution.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Support and project management of event programming for WBENC National events (e.g. National Conference & Business Fair).
2. Day to day project management of all aspects of assigned event programming from pre-planning phase through event execution (vendor management, calendar/milestone, logistics, etc.).
3. Provides detailed post-event review in conjunction with event suppliers and makes recommendations to the WBENC leadership team for improvement in event execution based upon experience, feedback, trends, etc.
4. Assists with writing content and serves as main proofreader and copy editor, ensuring the text of all written publications (website, magazines, programs, social media posts, blog posts, etc.) is free of any errors and cohesive in style and tone.
5. Performs fact checks for all text to ensure accuracy. Also ensures published content is consistent across all mediums (printed, electronic, etc.) and is engaging and accessible. Monitors and ensures timely completion of work in accordance with multiple deadlines.
6. Develops and executes multi-year strategic plans as needed for specific programs and assists in the creation of metrics to measure the effectiveness of all programs and events.
7. Maintains cross-functional fluency in all WBENC programs, ensuring support and back up for all programs.
8. Manages or participates in other ad-hoc Marketing projects as needed.

9. Demonstrates knowledge of and supports mission and vision, policies and procedures, confidentiality standards and maintains a code of ethical behavior.
10. Responds promptly to all constituents, exercising tact and diplomacy at all times to both external and internal clients.
11. Participates with team in all national WBENC events and special projects as needed and required.

Competencies

1. Technical Capacity
2. Detail Oriented
3. Time Management
4. Multi-tasking Skills
5. Customer/Client Focus
6. Communication Proficiency
7. Teamwork Orientation

Supervisory Responsibility

This position has no supervisory responsibility.

Work Environment

This job operates from the main workplace with the ability to occasionally telecommute, based on supervisor approval. This role routinely uses standard office equipment such as computers, phones and photocopiers. This position is also required to travel at least 4 times annually to national events across the U.S. and assist with a variety of tasks.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

This role requires a mixture of sedentary work and actively traveling and assisting with WBENC events. This would require the ability to sit and/or stand for extended periods, walk extensively, and lift up to 50 lbs. The person in this position communicates frequently with all departments within the organization as well as business partners outside of the organization and must be able to reason through problems and communicate accurate information.

Position Type/Expected Hours of Work

This is a full-time position, and hours of work are generally Monday through Friday, 8:00 a.m. to 5:00 p.m. EST. However, hours will vary depending on projects, events and travel.

Travel

This position requires up to 25% travel.

Required Education and Experience

1. Bachelor's Degree in Marketing, Journalism, Communications or related field of study
2. 1-3 years' experience in a marketing and programs role.
3. Expertise in proofing, editing and cross-referencing multi-channel deliverables
4. Demonstrated ability to successfully manage several initiatives and projects simultaneously

Additional Eligibility Qualifications

The individual selected for this position will join a team dedicated to providing outstanding service to women business owners, corporations, women's business organizations and the general public. Therefore, candidates for this position should possess the following skills and attributes:

1. Proficiency in Microsoft Office Suite and project management software
2. Excellent written and verbal communications skills
3. Proven ability to adapt to changing priorities and respond accordingly

EEO Statement

WBENC is an Equal Opportunity Employer and provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, WBENC complies with applicable state and local laws governing nondiscrimination in employment in every location in which the organization has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Signatures

This job description has been approved by all levels of management.

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee _____ Date _____