

TOWN ★ SQUARE

COMMUNITY CENTER

Marketing Manager

Town Square Community Center is seeking a confident, driven and dynamic professional to lead and execute the organization's integrated marketing. The ideal candidate is an extremely organized, creative, tech-savvy, and deadline-oriented individual with outstanding writing and news reporting skills and an entrepreneurial spirit. The Marketing Manager will be an integral part of our small, dedicated team and report directly to the Executive Director.

Job Responsibilities

Strategy

- Develop overall annual marketing and communications strategy to forward the organization's strategic plan.
- Develop overall annual marketing and communications calendar to maximize messaging opportunities.
- Develop consistent and effective messaging that communicates the Town Square brand and is the basis for all organizational communications.

Regular Responsibilities

- Develop content, post and oversee all social media communications
- Write, layout and release weekly e-newsletter
- Manage communication constituent database
- Develop and place weekly press releases
- Create and execute advertising
- Develop content, organize and update Town Square website
- Photograph and video events and news/manage digital media library
- Identify opportunities for marketing/story placement

Skills

- Excellent written and verbal communication skills
- Photography and video
- Social Media
- Website design/Squarespace
- Ability to adapt to new technologies
- Journalistic mindset: ability to recognize and capitalize on news opportunities
- Excellent time management skills/ability to prioritize and multi-task
- Self-motivation, flexibility and entrepreneurial mindset

Education and Experience

- Bachelor's Degree in Journalism, Communications or Marketing
- At least two years of professional marketing and/or journalism experience

To apply: Please send a cover letter with your resume to Mary Cyrier at marycyrier623@gmail.com