Sr. Manager of Marketing & Outreach

Job Overview
Staten Island-based non-profit organization is seeking an organized, tech-savvy, creative multi-tasker with at least 5 years’ experience to manage the marketing, public relations, advertising and membership/outreach for the organization, including website development and social media expansion. The Sr. Manager will be responsible for creating marketing plans for the organization, maintaining and expanding the organization’s membership and distributing all updates, newsletters and the various other forms of outreach.

Responsibilities
The Sr. Manager, reporting to the Sr. Vice President and working closely with the VP of Events, will be primarily responsible for the following:

Marketing & PR:

- Oversee the design and development of marketing collateral, brochures, pamphlets, solicitations, directories, newsletters, signage and email blasts with full time Graphic Designer.
- Develop strategy for paid advertising and negotiate and manage the purchase of electronic, print and outdoor media.
- Coordinate and expand the SIEDC’s social media presence.
- Manage the organization’s website, maintaining up to date and compelling information about upcoming programs and events.
- Draft press releases and remarks and coordinate press announcements for large events and projects as needed.

Membership & Outreach:

- Support provision of service to various membership groups including development of promotions and networking opportunities that provide added value to membership.
- Support production of member benefit and sponsorship collateral materials.
- Manage and expand SIEDC’s master database to expand the organization’s reach.

Specific Job Knowledge, Skill and Other Requirements:

- Candidate must be a Staten Island resident
- Candidate must be articulate, affable, and comfortable with public speaking and must have exceptional writing skills.
Candidate must be technically savvy with experience in web design, graphic design and MS Office programs including Word, Excel, Powerpoint.

Experience in Adobe Creative Suite with a focus on Illustrator, InDesign and Photoshop preferred. Experience using Final Cut Pro is a plus.

Bachelor’s degree in Marketing, Advertising, Public Relations or related field required.

Car and valid driver’s license required.

**Salary:**

- $50-60,000/year