



KIDWORKS COMMUNITY DEVELOPMENT CORPORATION

Job Opportunity: Marketing and Communications Manager

Job Title: Marketing and Communications Manager
Department: Philanthropy & Outreach
Reports To: Director of Philanthropy
Classification: Exempt / Full-Time
Compensation: \$68,000 - \$74,000 DOE
Health Benefits (medical, dental, vision), Life Insurance, 401(k) Plan
Benefits: w/employer match, Employee Assistance Plan, Vacation Accrual, Paid Sick Time, and Paid Holidays.

ORGANIZATION

KidWorks, a well-respected community development organization located in central Santa Ana, exists to unleash youth potential. KidWorks serves over 800 children, youth, and parents weekly through preschool, after-school tutoring and enrichment, leadership development, and community engagement and advocacy. To learn more, visit <http://www.kidworksoc.org>.

POSITION SUMMARY

The Marketing and Communications Manager is responsible for the organization's communications and marketing activities by establishing and implementing an effective communication and marketing effort. The ideal candidate is self-driven; will effectively, and creatively communicate KidWorks mission to current and potential donors; develop marketing opportunities through various special fundraising events; and grow KidWorks' impact and visibility in the community.

ROLE AND RESPONSIBILITIES

Leadership

- Provide leadership, management, and accountability for the communications and marketing function, including staff and volunteer oversight and support.
- Develop, implement, and evaluate an effective communications and marketing strategy across two unique target audiences (KidWorks donors and KidWorks bilingual participants).
- Work across all departments to ensure brand consistency and information accuracy for publications, website, and media.



Digital media oversight and management to ensure all content aligns with KidWorks mission, vision, values, and priorities, including:

- Social Media: Manage social media platforms and content creation, including scheduling, engagement, and analytics; develop and implement social media strategies; oversee ad campaigns and digital fundraising efforts; collaborate with local influencers to promote KidWorks' mission and support revenue and brand awareness goals; and stay updated on trends and best practices.
- Website: Create and update content for KidWorks website; collaborate with the web developer when necessary; utilize assessment tools such as Google Analytics to analyze website performance; and identify improvements in user experience.
- Email Marketing: Create email campaigns, including a monthly newsletter; oversee email distribution lists; develop customized content for target audiences; implement and analyze email metrics, and adjust strategies based on outcomes.

Graphic, visual, and written communications oversight, including:

- Ensure brand consistency across all platforms and materials.
- Manage and produce targeted collateral/copy writing for the organization's, fundraising efforts, events, and campaigns.
- Oversee creation of content across various forms of communication (i.e. video, written, digital, social media, etc.).

Public Relations

- Increase favorable brand awareness among target marketing audiences and community partners.
- Manage (PR Contractor) or write and disseminate all press releases, media alerts and informational documents.
- Continually update public relations strategies based on monthly analytics and reporting.
- Serve as the main point of contact for all media, and address media requests.
- Track media coverage and build meaningful relationships with an established media database.

Digital Fundraising

- Create thoughtful, educational content to ensure current and prospective donors are informed and engaged with our work.
- Develop a strategy to attract new donors, monthly donors, and volunteers and to move entry-level donors to higher giving levels and greater engagement.
- Strengthen donor stewardship by developing follow-up content and campaigns.
- Identify and execute digital strategies to inspire community fundraising for KidWorks; and create content that drives donations and encourages engagement across digital platforms.



CANDIDATE PROFILE

- At least 3-5 years of experience in marketing and communications;
- Bachelor's degree required;
- Strong interpersonal skills, cultural humility, and cross-cultural communication skills across various demographic audiences.
- Leadership mentality with strong problem-solving and decision-making abilities.
- Proven track record of successful fundraising and marketing experiences;
- Excellent project management skills, including the ability to simultaneously manage a large variety of tasks/projects, set priorities, and meet deadlines;
- Exceptional written and verbal interpersonal and communication skills, and the ability to gather, understand, and synthesize information from a variety of sources;
- Strong critical and strategic thinking skills; ability to work independently;
- Experience working with boards and volunteers, acting as a team player and team-builder;
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, Publisher) and Adobe Creative Suite (Photoshop, Lightroom, InDesign)
- Familiarity with website development;
- Bilingual in Spanish-English, a plus;
- Must have reliable automobile for use on the job (mileage reimbursement). Valid CA driver license. State required automobile insurance coverage;
- Covid-19 completed vaccination series

APPLICATION PROCESS

To apply for this position, email hr@kidworksoc.org and include both a cover letter and resume. Please write "**Marketing and Communications Manager**" in the subject line. Both attachments must be received; incomplete applications or submissions that do not follow the application process will not be considered. Please forward electronic submissions only. No phone calls, please. Only principal, qualified candidates will receive a response.

KidWorks is an equal opportunity employer.