

JOB OPENING

SERTOMA CENTRE, INC.
4343 West 123rd Street
Alsip, IL 60803

POSITION TITLE: Public Relations and Marketing Manager – Full-Time

POSITION REPORTS TO: Director of Advancement and Communications

POSITIONS SUPERVISED: None

POSITION SUMMARY:

This position works to support the Director of Advancement and Communications in the articulation and communication of Sertoma Centre's mission through marketing plan implementation, media relations, print, electronic, and audio materials development, website and electronic communications, social media, and community outreach.

POSITION RESPONSIBILITIES:

- In conjunction with the Director of Advancement and Communications, create and implement an organizational annual communications and marketing plan that includes multiple forms of media and community outreach activities. Oversee the marketing strategies for new initiatives.
- Ensure brand integrity for all external publications and electronic media by creating and managing style guide and brand standards.
- Assist in the creation of strategic partnerships for increased brand awareness and community outreach.
- Write, edit, and oversee the timely design and production of publications including newsletters, fundraising materials, brochures, flyers, special invitations, annual reports, and other print and electronic pieces for Sertoma Centre programs and initiatives. Maintain and facilitate photography and imagery of programs and events ensuring all consumers depicted have proper releases.
- Manage the design, development, and maintenance of websites for all Sertoma Centre locations; create marketing reports and analytics on site traffic.
- Coordinate and negotiate all printing quotes and activities; maintain print collateral inventory including ordering of business cards, letterhead, envelopes, etc.
- Develop and maintain budgets and financial records for activities related to communications.
- Coordinate Sertoma Centre's presence at events, expos, and resource fairs. Manage and update display materials; represent Agency at community events as needed.
- Create a media relations strategy to promote Sertoma Centre events, initiatives, programs, and staff or consumer accomplishments. Cultivate relationships with media and develop story pitches. Maintain media contacts in Agency contact database.
- Serve as the primary point of contact for the press. In conjunction with the Director of Advancement and Communications, ensure that the appropriate spokesperson is assigned and prepared to respond to media requests; produce monthly media outreach reports to communicate impact.
- Assist with and support Agency events as needed.
- Prepare, lead, and manage social media initiatives/posts on Facebook, Twitter, LinkedIn, and Instagram.
- Oversee production of promotional items.
- Design and submit Agency print and electronic advertisements as requested.
- Execute donor, event, and stakeholder mailings utilizing cost saving methods.
- Supervise the Advancement and Communications interns.

QUALIFICATIONS:

- Bachelor's Degree preferred; experience in Public Relations, event planning, and/or fundraising.
- Above average written and oral communications skills.
- Proficiency in the use of computers, software applications, some graphic design ability, and working knowledge of Microsoft Word, Adobe Suite applications InDesign, Word Press, Constant Contact, desktop publishing, spreadsheets, website design, and database management.
- Strong organizational skills.
- Outgoing personality; able to meet people easily.
- Hard working and self-directed.
- Good judgment and sensitivity to the public in all circumstances.
- Sincere commitment to persons with disabilities.

ONLY ONLINE APPLICATIONS WILL BE ACCEPTED

If interested, please apply online via our web site, www.sertomacentre.org, click on "Career Opportunities" and "Search Here."