



## Job Description

**Job Title:** Marketing Manager

**Department:** Development

**Reports to:** Christin Kwasny

**Supervisor Title:** Development Director

**Supervises:** N/A

**Location:** 211 N 13th Street Ste. 303, Philadelphia, PA 19107; Additional locations as required

**Type of position:** Full-Time

**Employment Status:** Non-Exempt

**Hours:** 40 hours per week

**Benefits:** Eligible

### **JOB SUMMARY:**

Vetri Community Partnership's Development Team works to implement fundraising strategies to achieve income necessary to attain the budgeted financial goals of the organization.

The day-to-day role of the Marketing Manager works to enhance and elevate VCP's overall brand awareness and fundraising efforts. The Marketing Manager effectively communicates the importance of VCP's work and utilizes storytelling to communicate our impact and the impact of philanthropic funding to a variety of audiences including individuals, corporations, program partners, and foundations. The Marketing Manager will work closely with the Development Department but is responsible for all aspects of VCP's marketing strategy.

Marketing Manager must complete necessary clearances - PA State Police Criminal Background Check, Child Abuse Background Check, and FBI Fingerprinting.

Marketing Manager must be able to lift approximately 40 pounds and have reliable transportation. Valid driver's license preferred, reliable transportation required.

### **SPECIFIC RESPONSIBILITIES:**

#### Development Communications

- Oversee the creative design and develop written content of fundraising appeals, campaigns, and donor stewardship pieces. Utilize storytelling to drive donor engagement and support for fundraising initiatives including but not limited to the annual fund, monthly giving, major gifts, foundations relations, corporate partners, and Eat to Empower event.
- Manage the production of annual report, highlighting the organization's achievements over the year and donor-driven impact.
- Implement the marketing and communications strategy and creative sponsor benefit fulfillment for VCP fundraising events.



## VETRI COMMUNITY PARTNERSHIP

EAT. EDUCATE. EMPOWER.

- Manage creative design and written content for VCP's website and online fundraising platforms through regular site maintenance and updates.
- Collaborate with Program Coordinator to design and draft donor and partner e-newsletters, including The Weekly Dish.
- Manage and develop content for VCP's Social Media Channels to drive community engagement and grow the donor base. Collaborate with Mobile Teaching Kitchen Manager to develop calendar of impact and resource driven content.
- Maintain the development communications/outreach calendar to ensure timeliness of scheduled appeals and stewardship activities.
- Track and evaluate metrics in all measurable areas of donor engagement to drive continuous improvements in VCP's Development communications via social media, donations, appeals, website traffic, newsletters, etc.
- Keep all third-party profiles up-to-date, including but not limited to Guide Star, Charity Navigator, and Network for Good.
- Special projects, as needed.

### Organizational Marketing

- Implements creative communications strategies to raise overall brand and mission awareness objectives.
- Works with the Program Coordinator to develop creative design templates and imagery to highlight VCP brand and support programmatic initiatives such layout and design of recipe cards and curriculum guides.
- Responsible for content development, production timelines, writing, editing, and graphic design direction for VCP collateral.
- Maintains VCP brand identity standards and proper use of logos. Maintains digital assets, including photos, videos, logos and signatures.
- Regularly visits programs and meets with programs teams to capture interesting stories and highlights from participants to be used in communications.
- Maintains relationships with vendors and freelance contractors, including designers, web developers, videographers, printers, and mail houses. Monitors and ensures consistent high quality of all VCP materials.

### Public Relations

- Monitor VCP news coverage as well as trends and news in healthcare and healthcare philanthropy.
- Works to optimize VCP brand and objectives in marketing materials and in the media. Identify opportunities for VCP staff and stakeholders to show case expertise in the food, nutrition, education and school lunch arena; coordinate interviews with various constituents across VCP for news stories and featured content.
- Draft communications of behalf of CEO, Founders, and leadership, as needed.



#### **WORK EXPERIENCE & SKILL REQUIREMENTS:**

- Education: Bachelor's Degree required.
- Experience: A minimum of 3 years of related experience is required. Direct experience in development communications for non-profit organization in healthcare industry preferred.
- Unparalleled communication, writing, and editing skills required.
- Keen eye for graphic design, attention to detail, and creativity. Proficiency in design software Adobe Creative Suite (InDesign, Photoshop, Illustrator).
- Knowledge of Wordpress content management system and SEO strategies a plus.
- Experience with various social media platforms including Twitter, Facebook, Instagram, and LinkedIn.
- Graphic design and photography skills required.
- Excellent project management skills required.
- Ability to work independently.
- Excellent time management skills required. Demonstrated ability to lead projects from concept to completion within timelines; flexibility and capability of handling urgent matters in an effective manner.

#### **VACCINATION REQUIREMENT**

- Proof of COVID-19 vaccination required (Religious and medical exemptions apply)