



Communications and Marketing Manager **Safe Routes to School National Partnership** *Job Description*

Reports to: Executive Director
Supervises: None
FLSA Status: Full-time, exempt employee
Position Type: At-Will
Salary Tier: Programmatic Staff

Summary: The Communications and Marketing Manager is responsible for the developing and implementing the communications and marketing objectives of the Safe Routes to School National Partnership (National Partnership). This position executes all online marketing tools including websites, e-newsletters, and social media as well as assists with creating and editing publications and resources. Responsibilities also include implementation of online messaging best practices of tracking and segmentation, assisting with all types of external communications, and meeting strategic objectives related to assigned programs of the organization with specific communications and marketing deliverables.

Key Responsibilities:

Online Messaging and Overall Communications Strategies

- In coordination with the Executive Director assist in the development and implementation of internal and external strategic communication plans; manage organizational adherence to branding standards and style guides.
- Represent the organization as needed with external audiences and various annual communications campaigns.
- Manage content and achieve engagement metrics for the National Partnership and assigned program websites, ensuring timely postings and user engagement.
- Serve as the site administrator for all National Partnership websites and online assets.
- Write, format and distribute Safe Routes to School E-news and regular program engagement emails.
- Develop social media channels such Facebook, Twitter, YouTube, Pinterest and WordPress sites as needed, creating active, engaged communities.
- Write and edit online messaging such as action alerts, blogs, and other external print materials such as newsletters, white papers, annual reports, and other key publications.
- Lead the design of publications, resources and social elements according to brand standards both internally and in coordination with vendors for larger efforts.
- Maintain story bank and photo/video libraries; coordinate photo shoots as needed.

Public Relations and Media

- Provide excellent public relations and customer service with contacts at all levels (government officials, individuals, and organizations) to represent the National Partnership, collaborate effectively and support organizational goals.
- Maintain/manage external communication tools and activities, including the list-serve, press release distribution system, the website, and social media channels as described above.
- Write and disseminate press releases, as needed.
- Gather and maintain media contact lists.

Management and team work

- Ensure all staff and contractors are appropriately trained, and have necessary resources to meet strategic communication and marketing plan goals.
- Routinely communicate with the staff and staff directors on progress, status, performance, deliverables and issues that affect the success of the National Partnership communications and marketing strategies.
- Coordinate and collaborate with various National Partnership departments to complete assigned projects and resources that are relevant to our partners, funders and the Safe Routes to School and shared use fields.
- Attend regular staff meetings via telephone, attend in-person staff retreats or meetings (as requested), and work as a team player to fulfill the missions and goals of the National Partnership.
- Assist with additional activities, special projects, fundraising efforts and other duties as assigned to support the National Partnership.

Qualifications/Requirements:

Bachelor's degree or Associate's degree with equivalent experience; strong commitment to equity; highly collaborative style; experience developing and implementing communications strategies; knowledge of Safe Routes to School; active transportation; excellent writing/editing and verbal communication skills; must have the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels; ability to travel; self-starter; detail-oriented; proficient with PCs and with MS Office software; experience using Wordpress, InDesign or other similar programs; and fundraising experience a plus.

Physical Requirements:

This is largely a sedentary position that requires the ability to speak, hear, see, and lift small objects up to 10 lbs. May require the ability to travel locally and/or regionally. Travel both within and outside the state is required to attend conferences and retreats that include overnight stays. Reasonable advance notice of extended travel will be provided when travel opportunities and planning are coordinated with your supervisor.