

Marketing & Communication Director Job Description

Reports to: Chief Executive Officer

Location: Support Service Office, Phoenix

Last Update: March 2019

Position Summary: This is a full time, 40 hours per week non-exempt position responsible for oversight, management, and execution of SOAZ's marketing needs.

Job Responsibilities: The following examples are intended only as illustrations of the duties of the Marketing & Communication Director. The absence of specific statements of duties does not exclude these tasks from the position if the work is similar, related to or logical assignments of the position.

Communication and Awareness for SOAZ Programs to include: Unified Schools, Area, Regional and State Competitions, Health Programs, Young Athletes, special events and other program initiatives:

- Assist with PR relationships when necessary
- Drive communications to key audiences through e-blasts, website management, social media and other tools
- Development and implementation of new tools and campaigns to increase awareness throughout the state
- Lead creation of SOAZ collateral
- Assist with developing and maintaining template marketing and branding materials for staff and leadership volunteers to use on all levels of the organization
- Collaborate with Program and Development team members on organizational marketing plans and awareness campaigns

Content and Brand:

- Develop content for collateral, website and social media
- Review and edit content submissions
- Maintain and communicate consistent branding guidelines; work with users to ensure proper implementation
- Cultivate and manage relationships with volunteer and hired photographers, sign language interpreters, and other human resources
- Script writing for ceremonies and special events

Administrative and Shared Tasks:

- Onsite event support as needed
- Recruit and supervise Public Relations Interns
- Tracking and monitoring of media mentions
- Tracking of social media statistics
- Maintaining a media archive on websites

Miscellaneous:

- Attend and report at Staff, Development, Program, Marketing and Initiatives monthly meetings
- Attend Program events as requested by supervisor
- Adhere to SOI/SONA Risk Management polices/practices at all levels to protect SOAZ and prevent loss while ensuring all activities conform to SOI General Rules/SOAZ Policies

Qualifications/Required Skills:

Passion for Special Olympics Arizona

Screening: Must pass Criminal and National Sex Offender Registry background screening.
(Required for all staff)

Education: Bachelor's degree preferred in Marketing.

Knowledge & Experience: 3-5 year's marketing experience or related field required. Demonstrates excellence in written and oral communications, multi-tasking, graphic design, collaborative/team-based work and strategic/creative thinking. Experience managing budgets, working with and managing interns and some public speaking ability preferred.

Skills: Strong organizational, ability to manage multiple projects and efficient time management, effective verbal and written communication skills, public speaking and customer service skills.

Physical Demands

Include: Standing, walking, climbing ladders, squatting, lifting through full range (must be able to lift a min of 25 lbs), working in confined spaces, working in extremes of heat, cold and inclement weather as well as working at heights above 6'. Moderate to heavy physical demands, will be required to load and unload trucks, and to lift equipment and other merchandise.

Transportation: Must have own reliable transportation, a valid AZ driver's license, a good driving history, and fulfill assignments with reliability and punctuality,

Work Schedule: This position's work schedule will be determined by the demands of the position and is limited to a 40 hour work week including evenings, weekends, and some in-state travel. Overtime must be previously authorized by supervisor and will be paid whether approved or not. Unapproved overtime will result in disciplinary action up to and including termination.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.

MISSION

The mission of Special Olympics Arizona is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with cognitive disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

Marketing & Communication Director Signature

Date

Chief Executive Officer Signature

Date