

SENIOR CONCERNS POSITION DESCRIPTION

Social Media/Marketing Manager

Title: Social Media/Marketing Manager
Reports to: President
FLSA status: Non-exempt – 35 hours per week

Position:

Reporting to the President, the Social Media/Marketing Manager will manage the marketing needs of the agency as directed by the President.

ESSENTIAL DUTIES:

The Social Media/Marketing Manager is responsible for updating and maintaining the Senior Concerns website, social media sites, marketing materials, and special event materials. This position is also responsible for marketing related vendor relations and special event support. The Social Media/Marketing Manager is a Core Team Member of special events, acts as a Senior Concerns point of contact, and assists the Event Coordinator, Director of Development and/or President as needed.

A. Marketing and Public Relations:

- Website/Website Administrator:
 - a. Maintain, update all pages of website including product pages, shopping cart and event registration pages. Add new content pages, product pages and event registration pages as needed.
 - b. Events: Create/update event pages, registration pages, product pages as events are added
 - c. Seminars: Update seminar pages, registration pages as seminars are added. Link recordings of past seminars to seminar pages
 - d. Banners: create/update website banners as needed
 - e. Update all blogs, news & information, posts.
 - f. Point of contact with Web Master on all updates, plugins, and any changes that can't be made in-house.
 - g. Responsible for maintaining and updating agency websites (Senior Concerns Par and Away Golf Tournament and Love Run), including blogs, acting as Website Administrator and primary agency contact to Web Master.
 - h. Responsible for creating and maintaining a Senior Concerns shopping cart.
- Social Media: Responsible for creating and maintaining social media sites, including Facebook and Instagram pages for Senior Concerns and Love Run.
- E-Marketing: Responsible for creating, implementing, and calendaring in a timely manner all agency e-marketing projects through Constant Contact and/or other marketing websites as needed.
- Attend ongoing continuing education as required by agency including webinars, seminars, and classes.
- Events/Appeals
 - a. Assist in all areas of event planning.
 - b. Create all marketing materials including Save-the-Dates, invitations, postcards, flyers, program books, posters, Sponsor Packets, Donor/Auction packets, print and online ads, as well as work with any outside vendors when items are not being created in-house.

- c. Point of contact and follow-up for any event outside printing projects.
- d. Social Media Marketing of all events, including consistent scheduling of posts, ads and boosting, and communicating with followers.
- e. Appeals: Create and facilitate printing/mailing, and/or work with outside vendor in the creation/printing/mailing.
- f. Create and prepare promotional materials for special events and programs, as well as act as a creative advisor to outside vendors.
- g. Create and prepare program books for special events and programs, as well as act as a creative advisor to outside vendors.
- h. Marketing events and expos: Create and maintain a PR box to be used at marketing events and expos by Senior Concerns staff, as well as periodically represent the agency with a marketing table/booth at community marketing events and expos.
- Create, update and/or act as creative advisor to outside vendors on agency pamphlets, program flyers and advertisements.
- Ensure that Senior Concerns locations are supplied with up-to- date flyers, pamphlets and other agency marketing materials as needed, including Senior Concerns, Goebel Senior Adult Center, Agoura Hills Recreation Center and Simi Valley Senior Center.
- Manage sponsor/vendor communications to collect ads, artwork, logos and contact information as needed for special event and PR materials.
- Maintain spreadsheets of event sponsorships and vendor booths as necessary for marketing purposes.
- Collect and maintain Senior Concerns press article files.
- Manage outside vendor relationships including quotes, production schedules, delivery of materials and distribution.
- Represent the agency at fundraising special events in a support capacity.
- Assist in organizing and setting up facility meetings and events, and purchase food and beverages as needed.

B. Board of Directors:

- Attend Board of Directors meetings, take minutes of meetings, prepare and distribute minutes to Board of Directors. Maintain P-Drive folders containing past meeting minutes.
- Create and distribute monthly Board of Directors meeting packets and distribute prior to meeting
- Prepare Board Orientation Books
- Prepare Board Rosters
- Maintain Board Attendance
- Act as a point of contact for Board Members as needed

C. Love Run

- Core Team Member – attend Love Run planning meetings, take part in discussions and decision making.
- Act as primary inside contact to Race Director and his/her team. Assist Race Director as needed including communications between Core Team Members, obtaining signatures and sending documents/permits/applications, approving requests and/or obtaining approval from President, making updates/changes to race software.

- Assist Volunteer Coordinator in communications with volunteers, recruiting volunteers, and oversight of volunteers the day of race.
- Primary communications and contact with Team Captains and Fundraisers, and assist Director of Development in communications with Vendors and Sponsors as needed.
- Promote Love Run by manning booths at community races, Adventure Runs, health/wellness expos, and sponsor locations as needed.
- Act as a point of contact for Board Members as needed.

D. Ultimate Dining/Boat Bash/Par and Away Golf Tournament

- Core Team Member – attend UDE planning meetings, take part in discussions and decision making.
- Assist Volunteer Coordinator in communications with volunteers, recruiting volunteers and oversight of volunteers the day of the event.
- Communications with restaurants/wineries/sponsors/vendors once they are confirmed, for the collection of time sensitive promotional/marketing materials, as well as answering questions and communicating pertinent event information.
- Assist Event Coordinator/President as needed, including ordering supplies from outside vendors (glasses, wrist bands, etc.), communicating with vendors, catering staff, band, auctioneer, sound company, etc. as needed.
- Act as point of contact for Board Members as needed.

KNOWLEDGE, SKILLS & EXPERIENCE:

- Associates degree, four years experience in an administrative position or a combination of education and experience in administration and/or marketing
- Essential Software Knowledge:
 - Microsoft Word, Excel, Publisher, PowerPoint, Word, Outlook
 - Adobe InDesign, Illustrator, PhotoShop, Acrobat Pro, Canva
 - Constant Contact, eblasts and surveys
 - Hootsuite, Facebook, Instagram, You Tube
- Experience in non-profit field a plus
- Experience in fundraising events organization a plus
- Strong organizational skills
- Excellent writing, communication, and presentation skills. Strong analytical and problem-solving skills with the ability to turn data into insights and answer the question before it is asked.
- Detail- and results-oriented team player who is dedicated to getting the job done accurately and on a timely basis
- Demonstrated ability to work in a fast-paced, high-energy environment with a proven ability to meet and complete multiple deadlines and tasks.
- Demonstrated flexibility, creativity, and collaborative working style.
- Strong judgment and decision-making skills.
- A sense of humor.
- Unquestioned commitment to Senior Concern's mission and values.