

SOUTHERN ARIZONA AIDS FOUNDATION

MARKETING & COMMUNICATIONS MANAGER JOB DESCRIPTION

Scope of Work: The Marketing & Communications Manager plans, develops, and implements all marketing and communications strategies to promote SAAF's mission and vision, programs, and services to the general public, potential clients and participants, stakeholders, and the community. This includes development and implementation of support materials and services for the agency's fundraising efforts and programs in the areas of marketing and communications. The Marketing & Communications Manager is a full time, 40 hrs. /wk., non-exempt position. The individual hired must be able to work flexible hours, including evenings, weekends and some holidays.

Functional Responsibilities:

- In collaboration with Development staff, creates and executes an annual plan for marketing and communications for Development in line with fundraising objectives.
- Develops and manages annual budget for marketing and communications for Development.
- Ensures consistent organization identity and brand management across all of the agency's marketing materials and efforts.
- Coordinates content development for and creation of printed materials for the agency, including but not limited to newsletters, the annual report, direct mailings, and informational brochures.
- Supports fundraising events by coordinating event invitations, advertisements, and other printed and digital materials.
- Manages the agency's online presence by developing and posting content for the agency's websites, e-blasts, and social media platforms.
- Coordinates with and supports agency program staff with their advertising, marketing, and communications needs to reach potential clients and participants.
- Supervises interns or volunteers as necessary.
- Performs other duties as assigned.
- Reports to the Director of Development.

Minimum Qualifications:

- At least two full years of professional experience in coordinating marketing and communications efforts for a business or nonprofit organization.
- Creative thinker with ability to take marketing and communications efforts to the next level.
- Experience with graphic design.
- Experience with managing a website and social media platforms.
- Experience with content development for a variety of marketing channels.
- Excellent organizational, and analytical skills.
- Excellent writing, editing, and interpersonal skills.
- Ability to meet deadlines, establish realistic timelines, and work independently.

- Sensitivity to cultural and personal differences in age, ethnicity, and lifestyle.

Preferred Qualifications:

- Bachelor's degree in marketing or relevant field, or a combination of education and relevant experience necessary to perform job duties.
- Experience with photography.
- Experience in journalism.
- Experience with budgeting and budget management.
- Experience in and commitment to team approach both within an organizational division and throughout an organization.

Compensation: Minimum rate of \$19.81/hour depending on experience; benefits include health, dental, and life insurance; long- and short-term disability insurance.

To Apply: Submit letter of interest, resume with dates of employment, and names, addresses, and phone numbers of three professional references to the Director of HR, Southern Arizona AIDS Foundation, 375 S. Euclid Ave., Tucson, AZ, 85719, e-mail to hr@saaf.org or visit www.saaf.org. Open until filled.

Affirmative Action: The Southern Arizona AIDS Foundation is an Affirmative Action/Equal Opportunity Employer and does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, age, or disability.

Start Date: As soon as possible.