



## DESCRIPTION OF DUTIES

Job title	Marketing and Communications Manager
Supervisor	<i>Director of Partnerships and Community Engagement</i>
Work Site	TecHub/Warehouse

### JOB PURPOSE

Tech Exchange is seeking a skilled and motivated Marketing Manager to lead our marketing efforts and promote our mission of advancing digital equity. The ideal candidate will be passionate about using marketing strategies to drive awareness, engagement, and support for our initiatives, ensuring that everyone has equal access to digital resources and opportunities. As the Marketing Manager, you will play a pivotal role in shaping our organization's brand identity and fostering meaningful connections with our target audience. Under the direct supervision of the Director of Partnerships and Community Engagement, the Marketing and Communications Manager will be a key member of Tech Exchange's leadership team, playing a supportive and collaborative role in the effective promotion of Tech Exchange's programs and initiatives.

### DUTIES AND RESPONSIBILITIES

#### Strategy Development:

- Collaborate with leadership to develop a comprehensive marketing strategy that aligns with the organization's goals and mission of promoting digital equity.
- Conduct market research to identify target audiences, trends, and opportunities for engagement.
- Define key performance indicators (KPIs) to measure the effectiveness of marketing campaigns and initiatives.

#### Brand Management:

- Develop and maintain the organization's brand identity, ensuring consistent messaging and visual representation across all channels.
- Craft compelling and authentic narratives that highlight the impact of our initiatives and the importance of digital equity.

#### Digital Marketing:

- Lead digital marketing campaigns across various platforms, including social media, email marketing, and online advertising.
- Create and curate engaging content, including articles, blog posts, videos, and infographics, to drive engagement and raise awareness.

### **Social Media Management:**

- Manage the organization's social media presence, crafting a content calendar and posting regularly to promote events, news, and stories related to digital equity.
- Monitor social media trends and conversations to identify opportunities for engagement and advocacy.

### **Partnerships and Outreach:**

- Collaborate with external partners, stakeholders, and influencers to amplify the organization's reach and impact.
- Identify potential collaboration opportunities that align with our mission and objectives.

### **Event Promotion:**

- Plan and execute marketing strategies to promote events, webinars, workshops, and other initiatives related to digital equity.
- Leverage both online and offline channels to attract participants and attendees.

### **Analytics and Reporting:**

- Track and analyze the performance of marketing campaigns, providing regular reports on KPIs and making data-driven recommendations for improvement.
- Use insights to refine strategies and optimize future marketing efforts.
- Meet weekly with Director Partnerships and Community Engagement to assess progress and troubleshoot challenges as related to the key priority areas and needs.
- Provide weekly reports on outreach, impact, top key issues, and common themes.
- Other duties as assigned by the Director of Partnerships and Community Engagement

## **QUALIFICATIONS**

- Bachelor's degree in Marketing, Communications, or a related field (Master's degree preferred).
- Proven experience (2+ years) in marketing, preferably in the nonprofit or social impact sector.
- Strong understanding of digital equity issues and a genuine passion for promoting social change.
- Proficiency in digital marketing tools and platforms, including social media management, email marketing, and analytics.
- Excellent written and verbal communication skills, with the ability to craft compelling narratives.
- Creative mindset with an eye for design and visual aesthetics.
- Strong project management skills and the ability to manage multiple campaigns simultaneously.
- Collaborative team player with the ability to work effectively with cross-functional teams and external partners.

## **PHYSICAL REQUIREMENTS**

## **WORK SCHEDULE**

The following work schedule is tentative and may be adjusted from time to time to meet the needs of the project: M-F 9am – 5 pm with some weekend hours expected. Must come into Offices M-F 9 am – 5 pm.

Salary Range: \$65k - \$75K

**This job description is intended to convey information essential to understanding the scope of the position and is not an exhaustive list of skills, efforts, duties, responsibilities, or working conditions associated with it. The role may evolve over time to respond to the organization's changing needs.**