

# Providence House, Inc.

## MARCOM AND EVENTS MANAGER

Reports to: CEO and Chief Operating Officer

**Major Functions:** Responsible for managing the development, coordination, and implementation of Providence House marketing, public relations and special event programs.

<b>Major Specific Responsibilities:</b>
In conjunction with the CEO and COO, drives the development and implementation of the annual marketing, public relations, special events and fund development programs including timelines, outcomes, and special projects, etc.
<b><i>Marketing &amp; Events</i></b>
<ul style="list-style-type: none"> <li>▪ Create, develop and oversee the production and development of Providence House marketing materials including print and electronic media, video programs, websites, direct mail, newsletters, brochures, press releases, and presentations.</li> <li>▪ Oversee the organization and execution of Providence House special events including Pinwheels for Prevention, Annual Anniversary Luncheon, winter Benefit Auction, and other fund raising events as they develop including support to Promise Campaign in the execution of campaign events.</li> <li>▪ Oversee development and adherence to special event budgets and reports, coordinating committee meetings, attending functions, taking reservations, taking meeting minutes, making follow-up calls and other tasks as required.</li> <li>▪ Solicit, schedule and support outreach efforts including attendance at external events and speaking engagements; provide support materials and guidelines, manage necessary correspondence, identify and coordinate appropriate speakers and other tasks as required.</li> <li>▪ Lead overall agency marketing activity, i.e., open houses, Milk &amp; Cookies, large volunteer/staff projects, gift-in-kind events and coordinate pick-ups/drop-offs with support from agency staff and volunteers</li> <li>▪ Cultivate overall client and volunteer outreach and marketing, i.e. referral agencies, children and families, volunteer recruitment, direct program marketing, etc.</li> <li>▪ Plan, develop and train the internal Providence House Speaker's Bureau to represent the agency at speaking engagements, formal presentations, outside fund raisers, community events and tours.</li> <li>▪ Develop specification sheets, obtain and prepare bids and act as liaison with vendors in such areas as printing, delivering of marketing materials, scheduling proofs and meetings as may be required.</li> <li>▪ Oversee inventory of marketing materials; photo displays, artwork, marketing literature, archives and sample files.</li> <li>▪ Facilitate "PHriends" Group of young professionals by serving as Staff/Team Lead which includes but is not limited to coordinating meeting schedules and agendas, managing membership requests, hosting information/orientation sessions, responding to committee inquiries, managing and overseeing event budgets and attend any and all "PHriends" Group events, meetings and conferences,</li> </ul>
<b><i>Media and Public Relations</i></b>
<ul style="list-style-type: none"> <li>▪ Develop and implement a comprehensive communication plan for promoting public understanding of the agency's programs and objectives via print, video and electronic media.</li> <li>▪ Manage the production and distribution of Providence House marketing materials including newsletters, brochures, press releases, presentations, and send acknowledgment letters.</li> <li>▪ Develop and maintain outside relations with various agencies, media contacts and others as it relates to public and community relations efforts and programs.</li> <li>▪ Build and maintain relationships with media contacts including an accurate database of area and national media reps.</li> <li>▪ Serve as point-of-contact for media and public relations inquiries, delegating calls appropriately.</li> <li>▪ Development and ongoing management of a crisis communications plan in conjunction with agency leadership</li> </ul>
<b><i>Fund Development</i></b>
<ul style="list-style-type: none"> <li>▪ Support design, production and distribution of communications such as special acknowledgements, annual report, annual appeal and direct mail campaigns</li> <li>▪ Maintain an accurate and up-to-date database containing information on 14,000+ Providence House contacts (i.e. donors, prospects, friends, civic and community leaders, companies, foundations, and media)</li> <li>▪ As needed, assist with processing of daily cash and bankcard receipts and preparation of daily/weekly bank deposits</li> <li>▪ Assist in processing donor acknowledgement letters, donor research, and donor requests etc. in a timely / accurate manner.</li> </ul>

***Promise Campaign*** - Under direction of the Campaign Chairpersons and CEO, assist in the coordination and implementation of Promise Campaign activities including Administrative, Marketing, Events and Fundraising Activities.

- Respond to incoming Campaign requests for routine information via phone and mail as directed.
- Support campaign related donor activities including communications, scheduling, acknowledgements, special requests, reporting and appeal and direct mail campaigns
- Assist in the preparation and implementation of campaign related activities in Providence House special events including spring luncheon, winter auction, donor parties, and other fundraising events related to the Promise Campaign.

**Required Qualifications:**

- Minimum Bachelor's Degree or related work experience
- Minimum five years experience in marketing, public relations or related field
- Strong capabilities with Microsoft Office - emphasis on mail merges Word, plus Excel and Access
- Raiser's Edge software database management a requirement
- Desktop publishing experience a plus; including Microsoft publisher and InDesign software packages
- Strong writing and proofreading skills and demonstrated experience drafting donor correspondence and acknowledgement letters, news releases, solicitation and sponsorship requests
- Excellent communication skills; Strong multi-tasking and organizational skills are a must

**Preferred Skills and/or Personal Characteristics**

- Excellent time management, organizational and multi-tasking skills.
- Experience in coordinating staff, interns and/or volunteers for projects and events, etc.
- Ability to think creatively and delegate tasks effectively
- Must have transportation and willing to travel in NE Ohio as for presentations, delivery of marketing materials, etc.
- Must be available for frequent weekend and evening work