

Marketing Manager Job Description

Job Summary

The EBG Marketing Manager is responsible for developing and implementing marketing strategies to promote and increase awareness of the program, services, and mission. The Marketing Manager will work closely with the team to ensure the successful promotion of programs and services.

Duties and Responsibilities

- Develop and implement comprehensive marketing plans for EBG to increase awareness, participation, and support.
- Collaborate with team to develop messaging that effectively communicates program benefits.
- Conceptualize and manage creation of marketing collateral, including brochures, flyers, newsletters, and email campaigns.
- Develop and maintain relationships with media outlets, including newspapers, television stations, and radio stations, to secure coverage or highlight of EBG.
- Manage social media accounts to promote EBG.
- Analyze program marketing data to assess the effectiveness of marketing efforts and adjust strategies as needed.
- Develop and manage marketing budgets for program.
- Ensure compliance with branding and messaging guidelines.
- Participate in community events and activities to increase awareness of EBG.
- Coordinate with volunteers and staff to ensure successful implementation of marketing campaigns.

Requirements

- Bachelor's degree in marketing, communications, or related field. Preferred but not required.
- Experience in marketing, preferably in the non-profit sector.
- Excellent communication skills, both written and verbal.
- Strong project management skills and the ability to manage multiple projects simultaneously.
- Experience using Microsoft Office and Adobe Creative Suite.
- Knowledge of social media platforms and experience managing social media accounts.
- Strong analytical skills and the ability to use data to make informed decisions.
- Ability to work independently and as part of a team.
- Passion for the non-profit sector and a commitment to EBG's mission.

This job description is intended to convey information essential to understanding the scope of EBG's program management needs and it is not intended to be an exhaustive list of skills, efforts, duties, responsibilities, or working conditions associated with the position.

