



*“Together, we create life-changing wishes for children with critical illnesses.”*

## **JOB ANNOUNCEMENT**

### **Marketing and Communications – Full Time/Exempt Make-A-Wish Orange County and the Inland Empire®**

The Marketing and Communications manager is a key member of the Make-A-Wish Orange County and the Inland Empire team and plays a crucial role in our efforts to communicate and raise awareness around our Mission within our local community. S/he will ensure a positive and consistent message is maintained throughout all our internal and external communications as well as be responsible for the development and implementation of the marketing, outreach and public relations strategies for our Chapter. This position will report into the CEO and collaborate with colleagues within the Development and Wish teams. We are looking for a highly talented, passionate, and experienced manager who is a master communicator and can balance the tactical and strategic elements of this critical function.

#### **Essential Job/Position Functions:**

- Plan, review, and implement an annual marketing plan and partner with our external marketing firm to develop the strategies and actions for our marketing, communications, chapter events and media relations efforts for the Chapter.
- Collaborate with our contracted marketing/communications firm, internal teams and external sources on advertising and marketing campaigns; general promotional collateral materials; special event and fundraising collateral; public service campaigns; speeches, scripts and programs; content for the Chapter's internet and social media web sites; social media strategy and creation over all social media channels; and our annual report content.
- Work closely with the CEO, CDO and Sr. Development Managers on all communications related to development activities, including (but not limited to) direct mail, e-mail blasts, donor acknowledgements, and stewardship communications.
- Develop the annual budget for all activities related to public relations and marketing.
- Review press releases developed by external marketing/communications firm and builds relationships with the media outlets that affect chapter events, wishes and relationships.
- Serve as the Chapter's media spokesperson alongside our CEO and assist wish children and families with their media interactions.
- Manage social media on platforms that include Facebook, Twitter, LinkedIn, YouTube, Instagram and others as they emerge; write and schedule posts, and monitor engagement. Track and report on social media engagement, by platform on a monthly basis.
- Develop and coordinate the integration plan for digital content across organizational website, e-appeals, e-newsletters, social media platforms, and others as identified.
- Protect the brand by providing overall guidance and direction on Make-A-Wish crisis communications function, ensuring proper use and protection of Make-A-Wish marks in the local market and ensuring chapter-wide adherence to approved identity standards.
- Identify and communicate to chapter leadership all potential opportunities and/or relationships that will increase the Chapter's ability to raise funds and grant wishes.
- Work with the CEO, CDO, VP of Mission Delivery and Sr Development Managers to identify, cultivate, and maximize cause-related marketing opportunities.
- Identify challenges and recommend solutions to senior leadership; balance competing priorities while working collaboratively with colleagues.
- Serve as liaison with committees, Boards, Make-A-Wish America (MAWA) and others on all public relations, marketing and publicity activities and campaigns.
- Attend all meetings of the Make-A-Wish Orange County and the Inland Empire Board of Directors and staff committees as directed. Leads Marketing/Communications Board sub-committee.

- Attend all major chapter events and appropriate volunteer and donor recognition/stewardship events as the marketing and communications relations contact.
- Adhere to all Governing Policies, Performance Standards and Guidelines of MAWFA as well as Chapter internal controls, policies and procedures.

**Job/Position Skills:**

- Availability to work a flexible schedule
- Exceptional organizational, planning, analytical and prioritization skills
- Strong leadership skills with the ability to motivate and inspire a diverse group of volunteers and staff
- Self-motivated and thrives in a team-oriented environment
- Proven aptitude for proactive customer service, “thinking out of the box”, and effective issue resolution that result in positive customer experiences
- Ability to work within an environment of frequently changing priorities and as an integral part of a diverse team
- Strong, positive work ethic
- Ability to assume responsibility without direct supervision, exercise initiative and judgment; to prioritize and organize workload to complete assignments in a timely manner, and to make decisions within the scope of assigned authority
- Adherence to deadlines, strong organizational and time management skills with attention to detail
- Excellent verbal and written communication skills to clearly communicate with all employees, interns, volunteers, donors, the Board of Directors, CEO and other senior executives in a clear, business-like and respectful manner, which focuses on generating a positive, enthusiastic and cooperative work environment.
- Ability to speak, read and write in English. Also fluent in Spanish is a plus
- Requires a passion for and commitment to the work of Make-A-Wish

**Job/Position Qualifications:**

- Bachelor’s Degree or higher in journalism, public relations, marketing, communications, or other related fields preferred
- 5 years’ experience in a like leadership role is required
- Microsoft Office Suite and Adobe Creative Cloud proficiency
- Donor Database Systems experience preferred (Raiser’s Edge, Salesforce)

Working safely is a condition of employment. Make-A-Wish Orange County and the Inland Empire is a drug-free workplace.

The employee will be expected to work the hours necessary to meet the position requirements. Must be able to lift 25lbs.

**TO APPLY:**

Submit cover letter and resume to [getinvolved@ocie.wish.org](mailto:getinvolved@ocie.wish.org)

Subject line should read “Marketing and Communications Manager”

No phone calls please.