The Children's Room

Caring support for grieving children teens & families

Title: Communications & Marketing Manager (Part-time/exempt, 20 hours/week)
Reports to: Executive Director

About The Children's Room

The Children's Room is the leading independent, non-profit organization in Massachusetts dedicated to creating safe, supportive communities so that no child, teen, or family has to grieve alone. We envision a world where understanding and patience allow loss to be integrated into our lives and lead to greater compassion, hope, and growth. Learn more on our website at childrensroom.org.

Summary

The Children's Room (TCR) in Arlington, MA is looking for an experienced Communications & Marketing Manager to join our team. Working closely with the Executive Director, as well as Philanthropy and Program teams, the Communications & Marketing Manager will oversee all communications and marketing functions of the organization. In support of our newly launched strategic plan, this position will do the critical work of spreading the word on our life-changing programming.

Responsibilities

- Develop and maintain agency-wide communications/marketing calendar
- Create all philanthropy collateral including two annual appeals, an annual donor report, and event invitations
- Design marketing materials for programs, including event flyers and quarterly newsletter to families and donors
- Maintain website, including updating and creating new content in partnership with program staff; manage updates and organization of website with consultant
- Develop content for and manage social media channels (currently Facebook, Instagram, LinkedIn, YouTube)
- Manage process for collecting photos and quotes to be used in communications piece
- Oversee creation of video content, working with video production company
- Write and distribute press releases
- Track and analyze communications activities; report on data to board and Executive Director
- Liaise with vendors including print house and Constant Contact
- Assist with various events held on- and off-site
- Other duties as assigned by the Executive Director

Qualifications

- 3-5 years of relevant experience
- Outstanding design, writing, and editing skills; significant experience with managing web content and social media
- Ability to prioritize, juggle multiple projects, delegate tasks when needed, and meet deadlines
- Strong attention to detail while also maintaining a clear vision of "the big picture"

- Exceptional interpersonal skills; ability to work well independently, as well as across teams
- Excellent skills in Microsoft Office, Constant Contact, and Dropbox; Experience with Adobe Creative Suite (including InDesign) is preferred
- Capacity to stay current with new technology and nonprofit marketing tools and trends
- Sense of humor and positive attitude
- Desire to work for an organization that values communication, connection, empowerment, honesty, intention, and respect

How to apply

Send resume and cover letter to employment@childrensroom.org or mail to The Children's Room, 1210 Massachusetts Avenue, Arlington, MA 02476. Please include at least one piece that demonstrates your communications/marketing experience such as a newsletter, flyer, invitation or donor report.