Communications and Marketing Manager  
Job Profile and Description

**Overview**
Center for Transforming Communities (CTC) works closely with residents and institutions to support equitable community change work, from efforts to minimize the adverse impact of community development, to power and capacity-building support for residents.

**CTC Vision**
Our mission is to cultivate neighborhood democracies. Our vision is equity. We believe that strengthening neighborhoods is a core component in Memphis’s advancement to becoming a 21st century city. CTC believes that a missing ingredient among the efforts to revitalize and strengthen distressed neighborhoods is a complementary, mutually reinforcing relationship between institutions impacting neighborhoods and the citizens within those neighborhoods. To that end, CTC seeks an increase in neighborhood voice, power and inclusion in decision-making at all levels. CTC focuses on strengthening the ecosystem within neighborhoods through its unique transformational work.

Specifically, Center for Transforming Communities organizes the power of residents in predominantly Black neighborhoods in Memphis, TN, the largest majority-Black city in the United States. We train residents to strengthen each other in the pursuit of their common causes. We unapologetically prioritize the needs of communities of color and shift the collective mindset to one of abundance and joy, opening a pathway for collective voice to ring out. The path we follow in each neighborhood is the one chosen by the residents we organize.

Our offices are located at The Commons on Merton, a building we own and share with other community-facing organizations.

**CTC Values**
- Diversity, equity and inclusion
- Mutual and reciprocal relationships of trust
- Participatory, collaborative, collective action
- Focusing on capacities, assets, and strengths
- The importance of history, heritage, and local culture
- Visioning, organizing, action, reflection, change

Our engagement includes a diverse consortium of residents, organizations, partners, and funders.

**Position Description**
The Communications & Marketing Manager is one of CTC’s primary storytellers. This role will facilitate various entry points for future and current members to co-create the narrative for the wider public to learn about and enroll in CTC’s neighborhood democracy (hubs) via management of internal and external communications channels. Specifically, developing internal communications protocols that align programs and foster employee morale and expanding
awareness of CTC and neighborhood hub engagement programs and policy campaigns. Primary duties include: oversight and creation of marketing and communications collateral that clarify and promote CTC’s mission, vision, brand, and values, and management of marketing and communications interns and contractors. Position reports directly to the Operations Director.

- Maintain website via regular updates; periodically assess website design as content and programs shift
- Oversee creation of all print collateral
- Regularly and deeply engage Ujima members by providing timely updates via UJIMA WIRE (member e-newsletter) and UJIMA LIST (public e-mail list) and soliciting news and participation from Ujima's members, movement partners, and marketing partners
- Periodically assess members’ communications preferences and Ujima’s

**Essential Duties and Responsibilities**

1. Develop and implement an overall communications strategy for CTC
2. Lead an organized marketing/publicity drive
3. Develop and maintain an organizational calendar of events
4. Write, edit copy, and visually design all internal and external communications and marketing materials
   - Promote CTC and neighborhood engagement hub strategies, programs, campaigns, and activities through the following channels:
     - Bi-weekly engagement hub e-newsletter
     - Quarterly organizational e-newsletter
     - Print and digital collateral and report materials
     - Website copy; periodically assess website design as content and programs shift
     - Social media content
     - Press releases (including, but not limited to press release/publicity for grants and partnerships secured by CTC)
     - Flyers and other marketing materials (including but not limited to brochures, information packets, shirts, etc.)
   - Create and manage release communications and marketing schedules
   - Manage projects to ensure timely deadlines and ensure communications consistency across various platforms and from various contributors
5. Produce an annual gratitude report inclusive of financial impact and social media metrics.
6. Solicit news and participation from narrative partners, movement partners & membership (resident hubs & grassroots orgs.
   - and content from storytellers, culture-bearers and digital connectors to CTC’s communications platforms; Capture CTC-related media/video coverage and archive organized materials in CTC Shared Drive
7. Maintain various CTC/CTHA social media platforms that showcase CTC community organizing work and special events; Manage updates to the CTC/CTHA website and other social media platforms
8. Define key performance indicators to measure and analyze communication efforts and generate reports for each communications channel to evaluate its level of success
9. Manage communications intern(s) and contractors (videographers, photographers, graphic designers, branding & website companies, etc.)
10. Develop and manage relationships with key media players to secure and grow media online and offline coverage
11. Represent the organization to the staff and public when called
12. Champion CTC’s mission and work in Memphis along with other staff and the CTC board.
13. Other duties as assigned.

**Minimum Requirements**
1. College degree
2. Five years’ work experience in marketing, communications, and/or public relations
3. Some graphic design/desktop publishing experience

**Desired Qualities and Skills**
1. Demonstrated interest in and compassion for community building, community development, community organizing and culture sharing
2. Motivated by the desire to make a difference in the lives of others and a vision of them living at their full potential

3. Compassionate and respectful of people of diverse backgrounds and perspectives (cultural, social, economic, and religious)
4. Good interpersonal and communication skills: able to express ideas clearly, listen with sensitivity, and build trusting relationships
5. Demonstrated emotional maturity: able to work under difficult and changing conditions 6. Resilient and capable of remaining steadfast and patient in times of emotional stress and resident frustration
6. Resourceful and adaptable: able to seek out (research) needed resources and use different approaches/methods, with a willingness to learn
7. Analytical, problem-solving skills
8. Demonstrated proficiency in basic technologies Ability to give, accept, and respond to feedback in a constructive manner.
9. Knowledge of other languages (not required, but helpful)

**Physical Demands**
Necessary physical skills are directly related to duties and responsibilities described above. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.

**Reporting**
The Communications & Marketing Manager will report to the Director of Operations of Center for Transforming Communities.

**Work Conditions**
1. The job requires some evening and weekends in order to attend neighborhood meetings, events or to meet project deadlines.
2. Use of personal vehicle will be required for the purpose of off-site/neighborhood meetings with stakeholders or partner agencies.

**Compensation**
FT position; $50,000/year + benefits

**To Apply**
Interested individuals should submit a letter of interest and resume to Connie Binkowitz at connie@ctcmidsouth.org or mail to Center for Transforming Communities, 258 N. Merton, Memphis, TN 38112.
Please note that an invitation to interview for the position will be based on the strength of your cover letter. Your letter should explain how your qualities, skills and experience will make you an ideal candidate for the job. Please also include 1 to 2 examples of your own design work (e.g., flyer, newsletter, social media marketing). Early submissions are encouraged, as applications will be reviewed and interviews will be conducted on a rolling basis and continue until the position is filled.

Website: www.ctcmidsouth.org
Facebook: https://www.facebook.com/ctcmidsouth