



Job Description: Marketing and Communications Manager

Position Summary: Reporting to the Development Director, the Marketing & Communications Manager is responsible for crafting and executing strategic communications to engage donors, increase support for the organization and programs to the community.

Reports to: Development Director

Pay Range: \$ 40,000-44,000

Employment Classification: Salary, Exempt

Location: Nashville, Tennessee with some travel possible

Work Hours: 40+ hours per week, work week is typically Monday-Friday with occasional evening and weekend events/meetings.

Principal Accountabilities: This position requires daily, weekly and monthly responsibilities that must be completed in a timely manner.

Communications

- Produce monthly e-newsletters for donors and supporters.
- Create content for all organizational print and digital media related to fundraising.
- Build and maintain a content library of organizational impact to be used across the organization.
- Partner with Development and Program teams to highlight program impact, success stories, and key updates for external audiences.

Marketing and Branding

- Maintain a thorough understanding of Project Transformation brand guidelines.
- Design and develop collateral materials for the Development and Program Teams with brand fidelity.
- Identify and implement new strategies to support current goals and increase brand visibility and audience engagement.
- Establish a system to track and evaluate marketing and advertising efforts.
- Maintain an inventory of branded materials and stationery.

Social Media and Digital Engagement

- Work with Development and Program Teams to manage a comprehensive content calendar for digital channels, including social media, email marketing, and the website.
- Create dynamic content (graphics, videos, stories, etc.) to drive engagement and expand the organization's digital presence.
- Monitor analytics to assess performance, inform content strategy, and report on key metrics.
- Maintain and update the organization's website.

Development Team Support

- Collaborate with the Director of Development and key staff to plan and execute annual events.
- Provide communications and marketing support for additional events and programs as needed.
- Participate in team-wide development efforts, including large-scale mailings and donor engagement projects.

- Perform other duties as assigned in support of the organization's mission.

JOB REQUIREMENTS: This position requires at least the following minimum requirements:

- Excellent written and verbal communication skills.
- Must have excellent verbal and written communication skills; must be detail-oriented, well-organized and able to set priorities under pressure.
- Must be creative-minded self-starter who can multi-task well.
- Must be professional, hard-working and have excellent time management skills.
- Must have strong writing and interpersonal skills.
- Proficiency with Word, Excel and PowerPoint, Canva, Adobe Creative Suite including Photoshop, InDesign and Illustrator. Experience with design for print and electronic media required.
- Must have social media and web site content management experience.
- Event management and organization experience is preferred.
- Have a strong commitment to programs and services that address community issues.

Education

- Must have a Bachelor's Degree in Marketing, Communications, or other related field.

**To Apply email a resume and cover letter to Dawnita Robertson at
robertson@pttennessee.org.**

Project Transformation is an Equal Opportunity Employer committed to having traditionally marginalized, underrepresented voices at the center of our work. We welcome all individuals to apply and are eager to expand our organization to reflect the diversity of our community.

PHYSICAL REQUIREMENTS: While performing the duties of this job, the employee will be in an office environment. The person in this position needs to occasionally move about inside the office to access filing cabinets, office machinery, etc. The person in this position frequently communicates with the public and other co-workers on business related questions. Must be able to remain in a stationary position 50% of the time. Employee must occasionally lift or move office supplies or other items weighing up to 25 pounds.