



POSITION TITLE: Marketing/Development Manager

Position Announcement

(Note: Resumes will be reviewed on a rolling basis until position is filled.)

TERM: Full-time exempt position (40 hours a week)

Position Summary: Edmarc works to ease the trauma of a child's illness or death and to reduce the disabling effects of pediatric illness, loss, and bereavement for over 3,500 families throughout the Hampton Roads region. Edmarc is seeking a Marketing/Development Manager who will report to the Development Director and participate as a key member of the senior management team. The Marketing/Development Manager is a newly created position to help facilitate and enable strategic communications in support of Edmarc's mission. The position will work to set priorities for a comprehensive marketing communications and PR plan that establishes Edmarc as the leader in pediatric hospice and palliative care.

The ideal candidate for the Marketing/Development Manager position will be mission-focused, relationship-oriented, a collaborator, results-driven, detailed oriented, change resilient, a continuous learner, and able to take initiative.

Responsibilities:

A leader with the right skills to experience success in this position will be able to perform essential duties including, but not limited to, the following:

- Manage the branding of Edmarc.
- Develop, implement, and manage Edmarc's communications and PR strategy to promote and enhance the mission of the organization.
- Collaborate across departments and teams to ensure consistent and appropriate messaging for the organization.
- Review and analyze data and metrics to develop strategies or tactics that maximize media and community exposure as well as enhance public engagement.
- Lead creative storytelling initiatives surrounding Edmarc's donors, corporate sponsors and clients, with a focus on keeping new and current target audiences engaged with fresh content and strategies.
- Create media lists, write, and send press releases as needed.
- Devise an editorial calendar for newsletters and printed collateral; write, edit, review, and publish editorial content.
- Manage outsourced vendor relationships that are responsible for the annual direct mail program and media outreach.
- Serve as a liaison between potential community partners and Edmarc team.
- Provide management support for board committees, as assigned.
- Participate in the creation of long-range strategic plans for the organization, including detailed annual operating plans.
- Commit to and understand Edmarc's mission. This includes active participation in sharing the mission, vision, and values of the organization, internally and externally, creating a culture of active philanthropy for and through all staff.
- Help recruit, train, and supervise volunteers during tasks/assignments and show/share responsibility for the overall volunteer experience at Edmarc.
- Other duties as assigned by the Executive Director.

**Qualifications:**

- Bachelor's degree or equivalent with significant overall professional experience; specifically within marketing and/or public relations.
- Demonstrated excellence in organizational, managerial, and communication skills.
- Passion for the mission of Edmarc.
- Excellent organizational and analytical ability.
- Strong work ethic and commitment to work until the job is complete.
- Desired computer skills to include proficiency in Microsoft Office (Word, Excel, PowerPoint) Canva, InDesign and web-based technology.
- Experience using a donor database.
- Able to provide clear and pleasant telephone communication.
- Exceptional and effective verbal and written communication skills.
- Multi-task efficiently while managing a workload in a fast-paced, changing environment.
- Well organized and detail oriented.
- Able to work independently and as part of a team.
- Able to work projects through to completion.
- Professional, responsible, self-motivated, and disciplined.
- Personal qualities of integrity, credibility, and dedication to the mission of Edmarc.
- Ability to connect and build relationships with clients and prospects via telephone and in person.

Required Physical Capabilities:

- Able to lift 30 pounds.
- Ability to work a 40 hour a week schedule with no physical limitations in normal ranges of sitting, standing, walking, and talking.
- Must be able to operate a computer and telephone.
- Must be able to conduct and attend meetings at various locations.
- Must be able to make presentations to groups.
- Must be able to have flexible working hours, particularly at peak times around special events and meetings.

Work Hours/Shift:

Monday-Friday; full time exempt in Williamsburg, Virginia; some weekend and evening work required for meetings, special events, and out-of-town conferences.

Salary: Based on experience and qualifications. This is a full-time position with benefits.

Interested qualified applicants should submit a cover letter, resume with 3 references and salary requirement to Debbie Stitzer-Brame, Executive Director at bramed@edmarc.org for consideration. No telephone calls please.