



<b>Job Title</b>	<i>Digital Marketing Manager</i>
<b>Reports to</b>	<i>Director of Marketing and Communications (DMC)</i>
<b>Designation/Classification</b>	<i>Full-time (32 hours – 40 hours weekly), Exempt</i>
<b>Location</b>	<i>Tucson, Arizona (must be a resident of Pima County)</i>
<b>Compensation</b>	<i>\$52,000-56,000 (negotiated dependent on experience)</i>

### **Organizational Overview**

Community Investment Corporation (CIC) is a 501(c)3 nonprofit organization whose mission is to improve access to the economy for residents of Pima County and southern Arizona. CIC believes that a just and equitable economic system must eliminate structural barriers for communities who have been historically underserved by our economic institutions and economy at large. We must empower those in need of a financial boost and a trusted hand but who have otherwise struggled to find help through traditional means. CIC is a financial empowerment nonprofit that gives members of our community who are often shut out and left behind in an imperfect capitalist system, access to the knowledge and financing they need to pursue new opportunities because a more equitable society is a more just society.

We hire individuals who are highly motivated, professional, and can adapt to change to produce results. They also need to have a sense of optimism and humor. Most importantly our staff is deeply committed to helping unlock the door for all members of our community to meaningfully participate in our economic system.

CIC offers a 32- or 40-hour work schedule to accommodate a lifestyle that makes sure you have the time to focus on what matters to you most. We are continual learners, learning from each other and from our community. We are a culture of “pleases” and “thank yous” and believe that every member of our team is valuable and essential to the functioning of the whole. We have fun together while doing meaningful work in our community.

### **Job Background**

This job is an essential part of a ground-up, multi-year build out of a growing (in size, community impact, and visibility) nonprofit organization’s marketing approach. Until roughly two years ago, CIC’s marketing and development infrastructure and associated capacity were limited. The hiring of our first full-time Director of Marketing and Communications coincided with a period of incredible success. CIC is building on this success and developing its marketing and communications capacity by hiring experienced marketing and communications personnel. The job is also part of a transition from general marketing and outreach support more specific expertise in digital marketing.

This is an advancement opportunity for intermediate or associate level marketers.

### **Job Description**

The Digital Marketing Manager is an integral member of CIC’s Marketing & Communications team, managing, executing, and maintaining the organization’s digital marketing campaigns and content marketing strategies in partnership with the Director of Marketing & Communications. The goal of our marketing is to communicate our impact and the value of our programs to enhance public visibility, trust, recognition, and support.

The Digital Marketing Manager will work with and assist the Director of Marketing and Communications to strategically fulfill at KPIs of the marketing department. There will be a transition period during which the Digital Marketing Manager will also work with the department’s Marketing and Outreach Manager until that position is phased out sometime in the summer of 2022.



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## Primary Duties and Responsibilities

- The Digital Marketing Manager will lead social media campaign and ad strategy, community management, content creation strategy and execution, newsletter management, and SEO and SEM – working closely with the DMC.
- The Digital Marketing Manager uses organic and paid digital and social advertising, social media community management, and creative storytelling to connect the diverse work of CIC and its business members with relevant target audiences improving brand awareness, recognition, loyalty, and support
- Responsibilities include establishing, maintaining and managing social media community engagement among the team, monitoring and analyzing news-making trends, and communicating messages through a variety of channels
- In consultation with the Director of Marketing & Communications, develop and maintain the brand narrative/key messages document designed to ensure consistent core communications across the organization and to external audiences
- Develop and prepare reports, updates, and measurable success of digital marketing and strategic content marketing, meeting regularly with departments to discuss ongoing implementation of the overarching strategy and ROI
- In consultation with the Director of Marketing & Communications, manage and execute the digital marketing strategy, content strategy, editorial calendar, and have oversight of the monthly and quarterly newsletters and deadlines within CIC's project management tool (Asana)
- Develop, manage, and implement social media content for CIC's brand channels including Facebook, Twitter, Instagram, LinkedIn, and YouTube
- Organize and maintain CIC's YouTube channel
- Demonstrate measurable results that are aligned with CIC'S strategic plan
- Stay abreast of current news and trends and proactively develop content that positions CIC, its staff, business members, and partners as area experts
- Work with the DMC and Program Teams to amplify programs, campaigns, and announcements consistent with the brand voice and tone
- Bring a creative, fresh perspective to storytelling across all channels, with a specific emphasis on how to best utilize digital communications
- Transform learning and data into compelling stories that resonate with audiences across all channels and entice consumers to support local businesses
- Provide digital marketing counsel and guidance, in line with the strategic plan, to internal teams, building strong relationships across divisions and levels
- Anticipate and help to mitigate potential issues and crisis communications
- Provide directional counsel for internal and external programs and initiatives



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- Serves as a digital and content marketing resource to colleagues across agency teams
- Create, copy edit, and/or proof content ensuring communication is on-brand, mission-aligned, concise, and visually appealing
- Create engaging ways to effectively communicate information to target audiences
- Help build a culture of storytelling within CIC's departments and ensure internal communications align with CIC's polite, respectful, empathetic, and collaborative organizational culture and values.

#### **Administrative Functions**

- Perform duties in accordance with the CICs policies and procedures such as attending staff meetings and conferences, completing accurate and timely timesheets and expense reports.

#### **Education/Other Requirements**

- Bachelor's degree in marketing, communication, public relations, or related field from an accredited university or college. Experience may substitute, but it must be demonstrable and significant.
- Candidate must be a resident of Pima County

#### **Required Experience**

- Two years of experience in marketing, communication or public relations (a sample portfolio of work may be requested).
- Demonstrated excellent written/verbal communication skills, including clear, concise, and accurate written documents, grammar, spelling, and election/organization of appropriate presentation method/vehicle.
- Experience coordinating various social media platforms and ability to stay current in this area.

#### **Desired Experience**

- Adobe Creative Cloud – Illustrator, InDesign, Premier Pro, etc.
- Knowledge of Canva
- Demonstrated customer service, problem solving, time management, research, information management, and higher-level organizational skills.
- Demonstrated skills using Windows-based software, including Internet browsers, e-mail, word processing, spreadsheet, database, presentation, and graphics software, to generate meaningful and comprehensive documents, materials and presentations.
- Ability to maintain a flexible work schedule and adjust it as required by changing activities.
- Proven track record of program/organizational development.

#### **Licenses/Certification:**

- Valid drivers' license along with good driving record and auto insurance required. Also must have access to own vehicle for attending off-site meetings throughout the work day as needed.

#### **Skills**

- Excellent coordination.
- Demonstrates good judgement in difficult situations.
- Capacity to accurately and consistently prioritize and progress several tasks simultaneously.
- Principles and techniques of effective communication to include written composition and public speaking.
- Computer (and Microsoft Office Suite) literate.



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- Technologically savvy and knowledgeable and willing to explore new ways technology can assist with remote support of clients and stakeholders.
- Planning, organizing and coordinating program activities.
- Comfortable and adept at making presentations in front of diverse audiences.
- Event planning and implementation.
- Ability to handle confidential personal and business information in accordance with CIC policies and industry standards.

### **Personal Characteristics**

- Must be a highly motivated, self-starter who has the ability to work autonomously and with limited supervision.
- Must have integrity and value transparency
- Analytical
- Empathetic
- Entrepreneurial
- Flexible
- Industrious
- Diligent
- Self-reflective and self-critical

### **Working conditions**

- This position allows for a hybrid schedule of in-office and at-home work based upon organizational needs and the current office policy. Current hybrid work environment includes working in CIC's administrative offices and remotely (from a secured internet connection/network). Will be required to participate virtual and in-person meetings and will be expected to come to the office 2 to 3 times per week. Working conditions are subject to change at any time as public health concerns/circumstances change and organizational needs evolve but CIC is committed to providing some flexibility.
- Willing to travel as needed via car through Arizona but mostly in Pima County (roughly 15%).
- Willing to work occasional evenings and weekends as necessary for outreach, marketing, and meetings with stakeholders.

### **Physical requirements**

- Must be able to lift up to 30 lbs in order to carry materials and supplies as needed.