

JOB OPENING

**SERTOMA CENTRE, INC.
4343 West 123rd Street
Alsip, IL 60803**

POSITION TITLE: Public Relations and Marketing Manager – Full-Time

POSITION REPORTS TO: Director of Advancement and Communications

POSITIONS SUPERVISED: None

POSITION SUMMARY:

This position works to support the Director of Advancement and Communications in the articulation and communication of Sertoma Centre's mission through marketing plan implementation, media relations, print, electronic, and audio materials development, web site and electronic communications and community outreach.

POSITION RESPONSIBILITIES:

- In conjunction with the Director of Advancement and Communications, create and implement an organizational communications and marketing plan that includes multiple forms of media and community outreach activities. Oversee the marketing strategies for new initiatives.
- Ensure brand integrity for all external publications and electronic media by creating and managing style guide and brand standards.
- Assist in the creation of strategic partnerships for increased brand awareness and community outreach.
- Write, edit, design, and oversee the timely production of publications including newsletters, e-newsletters, fundraising materials, brochures, flyers, special invitations, annual reports, and other print and electronic pieces for Sertoma Centre programs and initiatives. Maintain and facilitate photography and imagery of programs and events ensuring all consumers depicted have proper releases.
- Manage the design, development, and maintenance of web sites for all Sertoma Centre locations; create marketing reports and analytics on site traffic.
- Coordinate and negotiate all printing quotes and activities; maintain print collateral inventory including ordering of business cards, letterhead, envelopes, etc.
- Cultivate relationships with media and develop story pitches. Maintain media contacts in agency contact database.
- Serve as the primary point of contact for the press. In conjunction with the Director of Advancement and Communications, ensure that the appropriate spokesperson is assigned and prepared to respond to media requests; produce monthly media outreach reports to communicate impact.
- Prepare, lead, and manage social media initiatives.
- Oversee production of promotional items.
- Design and submit agency print and electronic advertisements as requested.
- Execute donor, event, and stakeholder mailings utilizing cost saving methods.

QUALIFICATIONS:

- Minimum of a Bachelor's Degree.
- Prior experience in Public Relations, event planning, and/or fundraising.
- Prior experience with individuals with disabilities preferred.
- Current Illinois driver's license with clear MVR.
- Above average command of written and verbal English; second language a plus.
- Eligible for coverage by agency automotive insurance carrier.
- Must be able to use a computer to work with software applications at an intermediate performance level:
 - Graphic design software and working knowledge of Microsoft Word, InDesign, Word Press, Dream Weaver, Constant Contact, desktop publishing, spreadsheets, web site design, and database management.
- Effective communicator on all levels; written, oral, and presentation skills.

ONLY ONLINE APPLICATIONS WILL BE ACCEPTED

If interested, please apply online via our web site, www.sertomacentre.org, click on "Career Opportunities" and "Search Here."