



The Arc Gateway, Inc. Job Description

Job Title: Marketing/Public Relations Manager
Department: Marketing/Public Relations
Reports To: Chief Executive Officer

SUMMARY

Design, execute and maintain a comprehensive marketing, public relations and branding strategy for The Arc Gateway, Inc.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- **Internal/External** - Promote good working relationships with personnel across the agency. Assist programs with marketing and public relations to ensure brand consistency and drive favorable awareness of the organization.
 - Select, develop and manage partner relationships to create marketing opportunities and achieve maximum potential.
 - Seek opportunities to speak to community and civic groups, etc. about The Arc Gateway, Inc. and The Arc Gateway, Inc. Foundation.
 - Professionally represent the agency and provide information to the public by actively participating in community and professional organizations.
 - Develop and manage all internal and external marketing communications including: print, electronic and social media.
 - Develop audio visual materials for specific services and agency-wide needs.
 - Design and compile annual reports and monthly newsletters for membership and staff.
 - Arrange for photography at all Arc events.
 - Assist with planning activities of fundraising events as needed.
- **Advertising/Marketing** - Handle/review all advertising opportunities and materials including directory listings, web site, social media, television, radio and print (paid and/or donated)
 - Coordinate and/or create marketing materials, etc. (brochures, annual reports, invitations, web site content, public speaking materials and presentations and other publicity or fundraising materials)
 - Develop, supervise and coordinate all agency marketing efforts as it relates to products and services.
 - Oversee the creation and maintenance of web and social media sites.
 - Assist in development of internet, social media and communication policies as needed.
 - Promote products and services (i.e. shredding, therapies, parking bumpers, etc.).
 - Make contact with businesses and refer to appropriate agency personnel.
- **Media Relations**
 - Build and establish relationships with media representatives to help promote awareness and increase outreach opportunities. This includes:
 - Write and distribute press releases to promote agency and foundation events and/or issues affecting the agency and the people we serve.
 - Develop ads for products and services.
- **Related Duties**
 - Assist in planning, promotion and presentation for in-service trainings, etc.
 - Work collaboratively with Foundation to promote fundraising efforts.
 - Other duties as needed



The Arc Gateway, Inc.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE

Minimum of three years marketing experience required with proven track record of success and hands on approach in marketing communications. Subject matter expert in all aspects of marketing including branding, messaging, public relations, social, other digital marketing, market research and events planning. College degree preferred, but not required. Must have extensive computer and internet skills including but not limited to graphic design, presentations, video editing and web site content management. Experience in InDesign, PowerPoint, Illustrator and Photoshop needed. Strong program and project management skills and attention to detail required.

CERTIFICATES, LICENSES, REGISTRATIONS

Core Competencies, Zero Tolerance, HIV, and HIPAA certifications will be required. Must be able to pass FDLE fingerprint check, Dept. of Children and Families abuse registry check, local law enforcement check, Affidavit of Good Moral Character, and drug screen. Must have valid driver's license with good driving record and proof of vehicle insurance and registration with a satisfactory Motor Vehicle Report.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The work environment is many times face-paced. The majority of the time is spent seated at a desk in an office from 8 to 4 but weekend and evening hours are possible and expected before/during/after events.

Beginning Salary: \$33,280

Status: Exempt

Working Hours: 40 hours per week with core hours being 8 a.m. to 4 p.m. Additional hours may be required to participate in agency events on evenings and weekends.