



Jack's Basket is a growing nonprofit that celebrates babies with Down syndrome. We are seeking a highly motivated and skilled individual to join our team in the role of Marketing and Communications Manager. Attributes that are essential to this role are a strong work ethic, a positive and friendly attitude, excellent communication skills, organization, and a heart for the Down syndrome community. The ideal candidate is creative, organized, has strong attention to detail, and knows how to communicate with a wide-ranging audience of Down syndrome advocates, parent volunteers, and donor base.

MARKETING AND COMMUNICATIONS MANAGER

JOB TITLE: Marketing and Communications Manager

WORK HOURS: 40 hours. Monday-Friday during regular business hours in-office with occasional remote hours and flexibility for events or projects.

JOB SUMMARY

The Marketing and Communications Manager will support Jack's Basket brand, reputation, and revenue goals by executing strategic marketing and communications plans to inform, educate, inspire, and engage current and potential stakeholders. This position works closely with the Executive Director, Director of Programs and Development, Director of Operations, external communication and events partners, and board members. This role supports and partners in executing fundraising campaigns, program development, public relations, awareness, and changing the narrative around the diagnosis of Down syndrome.

ESSENTIAL JOB FUNCTIONS

Planning & Strategy

- Create strategic integrated communications plans, across email and social media platforms, informed by data, audience, donor development trends, and fundraising events and campaigns
- Provide integrated marketing consult to the internal team on an ongoing basis with a strong ability to influence, build consensus, and move into action



Execution & Project Management

- Execute and manage plans on time and on budget. This includes content development and syndication through a variety of donor-facing channels, promotion of events, managing timelines, providing progress updates to internal and external partners, and measuring the efficacy of the work based on specific goals
- Support content creation such as newsletters, impact reports, donor impact stories, donor recognition materials, emails, print, and social media copy
- Lead the branding and communication efforts as it relates to large annual fundraising campaigns - Burgers & Baskets, Jogging for Jack, You Make Me Better Gala, World Down Syndrome Day, etc.
- Seek appropriate approvals from internal and external partners on strategic and tactical marketing elements when needed
- Provide ongoing updates to senior leadership and events & communications partners on the progress of the work and proactively raise concerns and challenges, along with solutions.
- Measure & track the impact of messaging, changing course when needed
- Copyright and manage content for Jack's Basket website and social media channels
- Utilize graphic design skills to create visually engaging materials for various marketing and communications initiatives.

QUALIFICATIONS

Must embrace the mission of Jack's Basket.

- Strong interpersonal and writing skills.
- Be a "self-starter" and goal-driven; execute tasks and projects.
- Be organized and exhibit "follow through" on tasks and goals.
- Display a positive attitude, show concern for people and community, demonstrate presence, self-confidence, common sense, and good listening ability.
- Must operate well in a team environment with a 'can-do' attitude
- 5 years of work experience in a marketing-focused role, such as copywriting, marketing, and communications; nonprofit experience a plus
- Commitment to equity, agility, transparency, and collaboration
- Ability to develop and execute strategic integrated marketing plans and tactics, grounded in audience and category insights
- Ability to provide integrated marketing consult to internal and external partners at various levels
- Experience with the following technology platforms: Salesforce/Pardot, major social media platforms, WordPress, Google Ads, and project management software



CELEBRATING BABIES WITH DOWN SYNDROME

- Excellent written and verbal communication skills with the ability to influence others
- Strong collaboration across the organization and ability to build trust-based relationships
 - Strong listener, dedicated to understanding the needs of internal and external partners, community, donors, board members, and senior leadership
- Strong project management skills
- Ability to strategically shift amid change and new learnings
- Develop and execute efficient and collaborative processes
- Approaches challenges with a solution mindset
- Leverages marketing, creative, and donor communications trends

Salary is based on experience and hours.

Application Procedure:

To apply, send a cover letter, resume, title of job:

Jack's Basket

Attn: Carissa Carroll

info@[jacksbasket.org](mailto:info@jacksbasket.org)

We thank all applicants for their interest; however, only those selected for an interview will be contacted.