Position: Marketing Manager
Reports To: CEO

Job Summary:
This position will drive visibility for the organization through targeted marketing campaigns, social media, public relations, and other relevant channels. This position sets NYLC voice and branding, and executes strategies to accomplish department goals and deliverables. The Marketing Manager will support the development of materials, content, and resources as well as manage media relations and publications sales.

Scope of Supervision:
● n/a

Essential Functions:
● Understand and represent market and audience perspective in internal planning processes.
● Primary responsibility for protection and growth of NYLC brand and reputation.
● Establish and maintain organizational style and branding to ensure consistency of voice and syntax. Approve branded collateral prior to production. Provide guidelines and training for a team of NYLC staff designated as communications support within programs and other departments.
● Lead communications and public relations efforts for the organization, creating and maintaining favorable relationships between the organization and stakeholders through internal (e.g., publications websites, social media) and external (e.g., mainstream media, education journals) vehicles.
● Provide direction to directors and all staff to support the marketing of individual programs and services.
● Responsible for organizational publications, currently a monthly e-newsletters, standalone e-blasts, communicating content through the proper media mix.
● Develop collateral materials for all departments within the organization.
• Oversee the development of written materials specific to NYLC initiatives, including the writing and editing of content and working with external experts. Edit, produce, or approve program-specific materials.
• Manage media relations; including developing and maintaining a media list of primary contacts.
• Increase sales of events & publications: overseeing inventory, marketing, and promotions.
• Track and report on the reach and impact of organizational marketing.
• Maintain organizational communications and conference assets, such as photo files, archives of previous publications, etc.

Other Functions:
• Support fundraising initiatives.
• Other duties as assigned.

Education: B.A. or B.S. or equivalent experience required.

Work Knowledge and Experience:
• Minimum three years’ experience in marketing and communications.
• Experience hiring, working with, and managing vendors, such as web developers, writers, graphic artists, typesetters, proofreaders, and printers.
• Demonstrated success in brand strategy and implementation.
• Experience with writing for a variety of media.
• Experience with marketing planning and tactics, such as advertising, campaign development and execution, and promotions. Some experience with education audiences preferred.
• Understanding of branding strategy.
• Familiarity with graphics software programs preferred.
• Understanding of media tracking and reporting.
• Strong organizational skills.
• Strong project management and direction skills.
• Flexibility regarding responding positively to changing demands and priorities.
• Excellent written communication and editorial skills.
• Proficiency with Google Suite and HTML preferred.