



## **POSITION DESCRIPTION**

### **Marketing & Communications Manager**

Reports to: Vice President of Marketing & Communications      Position Status: Exempt

Supervises: Marketing & Communications Coordinator      Effective Date: 1/1/23

#### **GENERAL SUMMARY**

The Marketing & Communications Manager will manage marketing and communication programs to promote the Northwest Kidney Centers brand and collaborate closely across organization teams to support and amplify the mission in line with the goals of the Marketing, Communications, and Community Relations team.

#### **DUTIES AND RESPONSIBILITIES**

1. In partnership with the Vice President of Marketing & Communications, participates in developing and implementing strategies for marketing and communications.
2. Manages, creates, and edits content including messaging, stories, photos, videos, collateral materials, and advertising in support of the mission. Manages and curates editorial and external communication calendars.
3. Ensures all content is developed through a lens of diversity, equity, and inclusion. Amplifies a wide range of voices that represent the communities Northwest Kidney Centers serves and works to create a sense of belonging across all marketing and communication platforms.
4. Oversees management and organization of digital channels including website, SEO initiatives, blog, and social media. Translates and executes strategies to grow subscribers/followers, readership, and overall engagement.
5. Collaborates closely with Development and HR leaders to develop and execute marketing communication strategies to fundraising and recruiting efforts.

6. Develops programs for special events including recruiting, selecting, and preparing internal and external speakers; writes and edits scripts and talking points, and produces and manages videos.
7. Manages and analyzes reports on the effectiveness of marketing and communication strategies, tracks website, social media, blog, and e-marketing analytics and makes recommendations as appropriate. Stays abreast of trends and makes recommendations as appropriate.
8. Ensures adherence of brand standards and messaging.
9. Manages communication related budget items, vendors, and volunteers.
10. Recruits, mentors, trains, and manages a team of individuals.
11. Performs other duties as assigned.

### **PLANNING**

This position is responsible for marketing and communication programs and promoting Northwest Kidney Centers brand in conjunction with the Vice President of Communications & Marketing. Collaborates closely with the VP to plan and implement department strategies, goals, and objectives and partners closely with a variety of organizational teams to promote and amplify the organizational mission.

### **SUPERVISION and COORDINATION**

This position supervises department personnel. Direct subordinates include the Marketing & Communications Coordinator. Oversees management and organization of all digital channels and translates and executes related strategies.

### **EXTERNAL CONTACTS**

Includes vendors, business professionals, financial and in-kind donors, physicians, staff, patients, and the public.

### **DECISIONS**

This position is responsible to the Vice President of Communications & Marketing for decision-making to perform departmental duties and responsibilities. These decisions are based on established communications and marketing procedures and practices and often require leadership, independent decision-making, collaboration, and a high-level of knowledge related to marketing, communications, and community relations.

## **CUSTOMER SERVICE STANDARDS**

Staff is responsible for demonstrating good customer service and professionalism.

1. **CONSIDERATION:** Greet customers promptly; show courtesy; recognize customer's needs; respect privacy.
2. **CONCERN:** Listen to customers; express appreciation, be non-judgmental; take responsibility.
3. **CONFIDENCE:** Show a positive attitude; take personal initiative; inform; educate and reassure; provide prompt follow-up.
4. **CONDUCT:** Hold appropriate conversations; maintain a professional appearance; establish teamwork; show professional competency.

## **JOB CONDITIONS**

Must be able to communicate effectively in English over the telephone, in writing, and in person. Duties and responsibilities are performed in office and clinical environments.

Physical activities require the ability to stand, walk, stoop, kneel, crouch, reach, lift; fingering, grasping, talking, hearing, and repetitive motions of hands, wrists, and fingers. Must have strong visual acuity to read and inspect information on monitors.

Physical requirements include the ability to lift/move objects weighing up to 30 pounds occasionally, and up to 10 pounds frequently. The individual in this position operates the phone, computer, copier, and other office equipment as required. Demonstrated skills in Microsoft Office Products and knowledge of clinical software programs are required.

## **EDUCATION AND EXPERIENCE**

Requires a bachelor's degree in related field and six (6) or more years of marketing/communications and/or public relations experience, and/or an equivalent combination of education and experience.

Must have experience managing others and developing and executing marketing and communication strategies to persuade, engage, and attract positive attention. Must have demonstrated project management skills and attention to detail; skilled at tracking metrics and analyzing data to inform strategies and pivots. Requires excellent organizational skills with the ability to balance and prioritize multiple tasks and requests and meet deadlines in a professional manner, with the ability to be flexible and adaptable and change plans as needed.

Must be able to work effectively independently and as part of a team, within diverse teams and environments. Requires the ability to communicate effectively and comfortably with audiences of different backgrounds and

experiences, and to display sensitivity, tact, and responsiveness in various situations and maintain a high level of confidentiality. Must be able to listen, give, and receive feedback in a productive and professional manner; must have the ability to listen patiently and attentively, ability to express self clearly and effectively, and the ability to adapt communication based on audience and purpose, with inclusivity.

Demonstrated excellent interpersonal, negotiation, and conflict resolution skills are required. Must have the ability to delegate responsibilities, work with others, and coach employees to develop their full potential. Must provide helpful, behaviorally specific feedback to others, and regularly meet with employees to review their development progress and express confidence in their abilities to be successful. Must engage in open and honest communication.

Must be proficient in Microsoft Office applications, particularly Word, Excel, PowerPoint, Outlook, Teams, and Adobe Creative Suite. Excellent communication skills including writing, editing, and proofreading skills; familiarity with AP writing style. Ability to adapt communication based on audience with purpose and inclusivity. Ability to disseminate information effectively to appropriate levels. Demonstrated project management skills and attention to detail; skilled at tracking metrics and analyzing data to inform strategies and pivots.

**The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not to be considered as an exhaustive list of all job tasks performed by people so classified.**

#### **REVIEW AND APPROVAL**



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Vice President of Marketing & Communications

02/17/23

Date



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Vice President of Human Resources/CHRO

2/21/23

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Date