



Manager of Communication & Marketing
Northern Illinois Special Recreation Association (NISRA)

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Closing Date:
Salary: \$54,000.00- \$64,800.00

Description:



NISRA
Northern Illinois
Special Recreation Association

POSITION TITLE: Manager of Communication & Marketing

REPORTS TO: Executive Director

FLSA STATUS: Full-Time Exempt

RESPONSIBILITIES:

The Manager of Communication & Marketing develops and oversees activities related to awareness, promotion and communication of NISRA and NISRA Foundation services. The Manager implements NISRA's mission, vision and values in all aspects of the job.

QUALIFICATIONS:

Minimum of a Bachelor's Degree in marketing, journalism, Therapeutic Recreation, or other related fields; minimum of three years of full-time experience in a public relations or marketing position. Skilled in Adobe InDesign, Photoshop, Illustrator and Acrobat Pro. Experienced with WordPress content management system. Aptitude for management of multiple social media platforms.

Experience with video development and editing.

Proven written and oral communication skills with a strong command of grammar, the ability to be concise and to adapt the message to the audience. Exceptional customer service focus and willingness to view situations from varying perspectives. Ability to lead and also be collaborative with others to achieve the desired end result.

Demonstrated flexibility to adapt to unexpected circumstances, manage multiple projects, prioritize and meet deadlines. Capability to work independently. Cognitive skills to gather and analyze information to solve problems and explore new opportunities. Demonstrated experience developing proposals, bids, and/or RFPs for projects such as seasonal brochure production, website re-design, and technology upgrades. Experience with supervision or oversight of contractual relationships is desirable.

ESSENTIAL FUNCTIONS:

1. Oversee and implement public awareness/marketing strategies and goals as established in the Association's Strategic Plan.
2. Maintain and enforce brand guidelines for NISRA and the NISRA Foundation.
3. Coordinate, develop and oversee the planning, production, and delivery of the Association's seasonal brochures. Produce in-house or serve as the primary contact/supervisor for any publications that are produced contractually.
4. Develop and manage the production and distribution of the Association's Annual Report.
5. Obtain price quotes and/or bids for contractual services and manage the expenditure and invoicing of projects. Develop and monitor agency budget accounts related to communications and information technology.
6. Maintain and regularly update the agency website using the content management system WordPress. Serve as the primary contact for contractual services for web hosting and further development. Post legally mandated content within required timeframes. Work with recreation and office staff to provide an exceptional online registration experience for customers.

7. Manage the presence of NISRA & the NISRA Foundation on digital marketing platforms, including managing accounts, passwords, and communication with staff. Gain familiarity/expertise with the features of each and be cognizant of accessibility and legal/licensing considerations. Evaluate and implement platforms and features that advance NISRA/NISRA Foundation effectiveness. Review analytics and make periodic reports to supervisor. Coordinate a staff social media committee if needed.
8. Create and maintain an inventory of general information and special program brochures/marketing materials as needed.
9. Produce and send electronic newsletters. Manage the email mailing lists adding new NISRA families and other stakeholders. Remove outdated information and coordinate with staff on housekeeping of the platform.
10. Gain familiarity and skill with audio and video including, but not limited to recording, filming, editing, posting, adhering to copyright and licensing restrictions, and managing and organizing files on the agency network and/or file sharing sites.
11. Work cooperatively with NISRA's member districts in publicizing Association services via their seasonal brochures, newsletters and other initiatives. Provide new content seasonally.
12. Develop and submit all Association and Foundation press releases, public service announcements and paid advertisements in cooperation with staff. Create ad content and layout. Initiate and maintain working relationships with the media.
13. Coordinate NISRA/NISRA Foundation presence at expos and other awareness events. Evaluate opportunities and, with Superintendent of Recreation, determine schedule.
14. Publicize Association and Foundation activities through community sources such as newsletters, marquee signs, libraries, electronic bulletin boards, etc. Submit NISRA seasonal brochure information to school district virtual backpacks.
15. Assist NISRA Foundation staff with the development and distribution of all commercially printed materials and digital/electronic media.
16. Assist with NISRA Foundation fundraising events, NISRA large special events and other community events as appropriate and needed.
17. Maintain the agency's display board, banners and other display equipment and materials.
18. Maintain the Association's cameras and its photo and video library. Take pictures and videos at programs and events.
19. Maintain inventory and order promotional items.
20. Serve on the NISRA Outreach Committee. Assist staff with development of materials (packets, flyers, presentations) to expand relationships with community contacts (ex. educators) and potential

customers.

21. Maintain materials related to the history of NISRA and the NISRA Foundation (publications, articles, awards, photo/video library, and other relevant information).

22. Upon request, provide general agency information to other organizations serving people with disabilities for their resource directories, databases and websites.

23. Perform additional duties related to the position as assigned by the Executive Director.

24. Assist in maintaining the agency safety program.