



Marketing & Communications Manager

Deadline to Apply: July 20, 2015

Location: Milwaukee, WI

Position Type: Full-time

Benefits: vacation, health, IRA, parking

Report to: President and CEO

Make A Difference – Wisconsin is a dynamic and growing organization with a mission to provide financial literacy programs and resources to empower students to make sound financial decisions. Make A Difference – Wisconsin recruits, trains, and matches volunteers from the business community to deliver the Make A Difference financial education program in high school classrooms and community-based organizations. Make A Difference – Wisconsin delivered programming to more than 7,000 teens this year.

Launched two years ago, Make A Difference – Wisconsin's cutting-edge *Money Coach* program is a hands-on financial coaching program delivered (primarily to inner city and at-risk teens) by volunteer coaches.

The Marketing & Communications Manager will develop, execute, and maintain a comprehensive marketing and communications strategy that promotes the vision and mission of Make A Difference – Wisconsin, and will lead the implementation of the organization's new and existing strategies. S/he will set and guide the strategy for all communications, website, and public relations messages and collateral to consistently articulate our mission.

Responsibilities:

- Develop, implement, and evaluate the annual communications plan across target audiences in collaboration with the Make A Difference – Wisconsin team
- Work across the organization's programs and use appropriate media to create innovative strategies and campaigns that inspire engagement opportunities and assist in fundraising efforts
- Provide leadership to and coordinate between staff to ensure that marketing and communication efforts are coordinated, consistent, and appropriate
- Write and develop communication pieces ensuring consistent voice, appropriate and effective targeting
- Identify messaging opportunities and recognize possible partnership opportunities
- Oversee webpage maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly
- Develop concept and coordinate print/electronic promotional and event materials
- Take/edit photos, record video, capture testimonials, and live tweet events
- Coordinate work with outside vendors, such as graphic designers, web developers, videographers, photographers, and printers
- Monitor, review, and report on all marketing activities and results
- Direct the distribution of collateral materials in most cost efficient manner

Required Skills and Qualifications:

- Bachelor's degree and related work experience
- Exceptional written and oral competency and strong communication skills
- Experience developing and implementing communication and marketing strategies
- Experience with social media management (Facebook, Twitter, YouTube, and LinkedIn)
- Sincere commitment to work collaboratively with all constituent groups, including staff, board directors, volunteers, donors, program participants, and other supporters
- Conscientious, self-starter, quick study, and highly organized

- Computer and Microsoft Office software proficiency
- Nonprofit experience preferred

Other information:

For more information regarding Make A Difference - Wisconsin, please visit our website at www.makeadifferencewisconsin.org

To apply: E-mail resume, cover letter, and salary requirements to brenda@makeadifferencewisconsin.org.