



POSITION: MARKETING MANAGER
TYPE: PART-TIME
START DATE: FALL, 2022

JOB SUMMARY

CISF is seeking an energized, organized, and motivated marketing and communications professional. Candidates should be creative and have a strong work ethic. This position will be responsible for executing the marketing and communications strategies set forth by the Board and Executive Director. The ideal candidate will be creative with previous experience in marketing and communications. Projects are related to programming and fundraising efforts for a non-profit organization who relies on outcomes resulting from successful marketing and communication. Candidates will be capable of quickly adapting to new situations and eager to learn about CISF, its mission, vision, values and programs. Candidates will oversee, as well as perform, the marketing and communication work efforts, and public relations to engage and activate the community. They will proactively work on campaigns and projects with a variety of different timescales on any given day, and be comfortable meeting deadlines, managing requests from both CISF staff and Board, and enthusiastically embrace the work to achieve all outcomes. Self-motivation, time-management, and project completion are critical, required skills.

The marketing manager reports to the Executive Director.

JOB RESPONSIBILITIES

Marketing – Responsible for the design, planning, coordination, and execution of creative, impactful marketing and communication strategies and campaigns. All organizational efforts and implementation from idea to execution are the responsibility of the Marketing Manager. Projects will span a variety of timescales. Responsible to create and manage all marketing initiatives that will be reported to the Board and result in positive outcomes as defined by increased program enrollment, positive and active social media engagement, as well as other goals defined by this position, all staff and the CISF Board. Oversee the production of all promotional materials and marketing campaigns. Proactively use software management tools to: advance efforts to achieve goals; track all metrics and results; create summary and detailed reports; and give verbal presentations to staff and Board. Adjust marketing campaigns and strategies as needed in response to collected data and other feedback.

Communications – Responsible to create and oversee communication efforts - email marketing, press releases, social media, and other communications. Plan and work closely with staff, and others to make sure all events are well communicated and result in measurable results, interviews, expressions, and digital media (video and photograph) to be used in all marketing and communications and publications. Design, build and publish newsletters, reports, brochures, flyers, and program guides adhering to professional style, content, format, and using professional products for graphic design.

Other – Responsible for some administrative duties. Participate in forums and group discussions to improve best practices. Assist the Executive Director with other projects and duties as required.



REQUIRED QUALIFICATIONS

- Passion for CISF mission
- Bachelor's Degree in Marketing or Business, or related field
- Previous experience in marketing
- Proficient in Adobe Creative Cloud, Microsoft Office, and web editing packages
- Previous experience and expertise with all social media platforms, specifically FaceBook (META) and Instagram
- Graphic design experience is a plus
- Driver's License and State of Rhode Island Criminal Background Check (BCI)

ESSENTIAL SKILLS

- Self-starter who can independently move projects forward, prioritize tasks, and meet deadlines
- Ability to develop creative marketing strategies
- Excellent communication skills, as well as outstanding writing and proofreading skills
- Ability to engage diverse audiences through persuasive and effective communication
- Firm grasp on marketing platforms and channels
- Awareness and adherence to best practices within the industry and across all platforms
- Strong analytic skills to gather and analyze metrics and create reports
- Solid knowledge of websites, marketing tools, and ad serving tools
- Professional, positive attitude, outgoing, strong work ethic, sense of humor
- Build optimized marketing schedules and create marketing campaigns
- Technology savvy and stays current to continuously advance all skills and technologies
- High level of creativity
- Strong work ethic
- Ability to work effectively with specific instructions or little supervision
- Confident in representing the mission with integrity and authenticity
- Enjoys working with a diverse group of people in different settings
- Experience building and maintaining email marketing campaign using MailChimp
- Well versed social media skills
- Able to perform website updates with WordPress and utilize new and existing plug-ins
- Experienced and/or growing skill set for Microsoft Office and Google Services
- Creates and utilize reports and dashboards for meaningful analysis to inform strategic next steps
- Detail-oriented
- High organizational skills

SCHEDULE

Work schedule is based around deadlines. As this is a new position, the schedule will evolve with the position. Roughly 15 hours/week is anticipated, but will likely increase over time. Employees must be able to cope effectively with deadlines and multiple demands. Project and event specific activities require commitment and flexibility of schedule including non-standard business hours such as nights and weekends. Rather than a set schedule, each CISF employee is responsible to project, anticipate, propose, plan, and execute a schedule that achieves all outcomes on-time, on- budget, and on-quality.



SALARY AND BENEFITS

- Salary: Commensurate with experience

*Salary increases and bonuses dependent on individual performance, organizational performance, market trends and financial outlooks, board approved annual operating plan, and other factors influencing the financial health of the organization.

HOW TO APPLY

Applications require two steps.

- Send an email with your resume to Meg Myles: CISFSailing@gmail.com
- Complete application available here: <https://www.jamestownsailing.org/employment/>

[ABOUT CONANICUT ISLAND SAILING FOUNDATION](#)

[COMMITMENT TO DIVERSITY](#)