

# INDIANA BAR FOUNDATION

## Job Description

**JOB TITLE:** Marketing and Communications Manager  
**DATE:** July 12, 2021  
**REPORTS TO:** Director of Development and Communications

### Position Description

As a member of the Development and Communications team, manage all internal and external communication for the Indiana Bar Foundation, ensuring its message is consistent and engaging. Prepare detailed reports, press releases, marketing materials, social media and website content, and collateral materials. Organize and coordinate development-related events. This full-time, exempt position reports to the Director of Development and Communications. This is a 40-hour per week position and occasionally requires some evening or weekend hours.

### Major Functions and Accountabilities

- Create and execute marketing and communications plan
- Develop and implement effective communication strategies and brand awareness
- Create all content for website, social media, direct mail, newsletter, president's update, and press releases while ensuring consistent branding across all platforms
- Attend and lead the marketing and communications section of Development and Communications Committee meetings
- Prepare written materials including marketing copy, business communications, reports, and presentation scripts
- Write and distribute press releases, pitch stories to the media, and report on earned media placement
- Plan and manage the design and content of marketing materials
- Write content specific to civic education and civil legal assistance that can be used in funding requests
- Proofread and ensure accuracy in external communications across all departments
- Manage and review reports for board meetings
- Design and develop PowerPoint presentations
- Create Foundation Annual Report
- Maintain website and create content and strategy for SEO
- Use social media management tools to create content on Facebook, Twitter, and LinkedIn
- Create analytic reports to show accomplished goals of strategic plan
- Use contact management system to create and send mass emails, newsletters, etc.
- Analyze communications programs and make recommendations to adjust strategy and tactics to increase effectiveness
- Apply various social media tactics to generate traffic and create brand awareness

- Plan and manage events for the Development and Communications department such as fundraisers, cultivation events, board events and Foundation Annual Meeting
- Other duties as assigned

### **Experience, Abilities, and Qualifications**

- Bachelor's degree in marketing, communications, public relations, or other related work
- 3-5 years marketing and communications experience
- Proficient in using Microsoft Office, Adobe Suite, Zoom, WordPress, and contact management system (Pardot preferred)
- Ability to work collaboratively and professionally with staff, board members, committee members, volunteers, and donors
- Excellent communication skills (both verbal and written)
- Ability to accomplish projects independently and within a team
- Exceptional time management skills, multi-tasking abilities, team player
- Excellent interpersonal skills with a high level of professionalism

### **Work conditions**

Physical requirements are those present in normal office environment conditions. Employee is required to sit at a desk and work at a computer for long periods of time. Additionally, the job may require being out of the office for meetings. Work schedule is flexible with a 40-hour work week.