



**Make-A-Wish Foundation® of Metro New York and Western New York
MANAGER, MARKETING & COMMUNICATIONS**

Job Title: Manager, Marketing & Communications

Location: Buffalo, NY

Reports to: Chief Marketing Officer

Supervisory Responsibilities: Communications Interns, Volunteers

Type of position:

Full-time Part-time Intern

Exempt

Nonexempt

Position Summary

Reporting to the Chief Marketing Officer (CMO) in the Lake Success, NY office, the Manager, Marketing & Communications will be a proactive member of the external communications team, advancing the Make-A-Wish agenda in the Western New York region.

The Manager, Marketing & Communications will play an active role in day-to-day media relations activities (social and traditional). He/she is capable of learning and implementing the brand's strategies, as well as contributing their own input and ideas.

The successful candidate will be an excellent team player who juggles multiple tasks and priorities and exercises sound judgment, pulling in other team members and expertise from the larger team as required. The position requires superior communication skills and a solid understanding of the multiple stakeholders in the Make-A-Wish community. The ideal candidate has ample experience in traditional media as well as digital / social media marketing, an understanding of the importance of the brand's voice, and is creative and thoughtful when interacting with online communities and building relationships.

Primary Duties

- With the CMO, help to define and implement yearly marketing department plans and goals, identify budgets and assign KPI's.
- As Make-A-Wish goes through a brand refresh, use each opportunity to enlarge and reinforce messaging, correct misconceptions, promote Every Eligible Child 2020 strategic goals and explain the reasoning behind the transition.
- Pitch stories of interest to the local media and prepare content, press releases, and media advisories.
- Work collaboratively with the Metro office to produce regular content (written stories, photos and video assets) for email, website, and social media campaigns.



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- Administrate social media pages, primarily Facebook and Twitter, with active participation with Metro for Instagram, YouTube, and LinkedIn. Develop, populate and manage content calendar.
- Monitor social media accounts for engagement opportunities on a daily basis. Use analytics to inform design and implement messaging and campaigns.
- Ensure chapter website for Western New York is updated with current information. Includes collaboration with Metro Wish Coordinators in managing wish photo and wish art database.
- Cultivate relationships with influencers, community leaders, business professionals, and area stakeholders to boost the brand and image of the organization.
- Support special events and annual galas: write scripts, coordinate media coverage, and select event emcees and speakers.
- Work directly with department leaders in Development, Volunteer Resources and Medical/Community Outreach to develop individualized marketing and public relations campaigns and materials.
- Coach spokespersons (staff, volunteers, board, families & other stakeholders) in preparing for interviews – provide perspective and insight to the department on internal, peer and industry developments in relation to the media and marketplace.
- Anticipate potential issues and implement appropriate actions to protect the organization, brand and its reputation.
- Track communication activities, maintain ongoing PR activity report and prepare tracker updates for the department, boards and others, as needed.
- Enforce correct branding with current corporate standards, adhere to communications best practices, policies and procedures.
- Collaborate with National Office as point of contact for celebrity engagement/approvals, trademark violations and nationwide corporate partnership relations.
- Create presentations as needed.
- Coordinate and manage Marketing & Communications interns.



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Qualifications

- A Bachelor's degree, preferably with a focus in journalism, marketing, or communications.
- 3-5 years of experience in writing and editing (and pitching) media communications, creating and monitoring social media content and analytics.
- Exceptional communications skills with audiences including community, corporate, professional, volunteer and media constituencies.
- Ability to manage multiple projects simultaneously and achieve objectives.
- Available to work a varied schedule; evenings and weekends to ensure coverage at professional seminars and events.
- Can physically stand for long periods at Make-A-Wish display and carry/set-up display materials.
- Travel required within the chapter area; additional travel may arise based on business needs.
- General computer proficiency required. Photoshop, Illustrator, InDesign and other web design experience preferred. Experience with database systems, such as Raiser's Edge, a plus.
- Ability to work autonomously in a changing environment while keeping supervisors appropriately apprised of issues, problems, opportunities and progress.
- Commitment to and a passion for the mission of the Make-A-Wish Foundation.
- Valid driver's license and reliable transportation.

Physical Demands:

The physical demands and work environment listed here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable a person with disabilities to perform the essential functions.

- **Physical Demands:** While performing this job employees may occasionally require to talk, stand or sit for long periods of time, walk, climb stairs, key data, stoop, twist, bend, crawl, speak and hear. Employees may drive a motor vehicle and may be required to travel during business hours and overnight up to 20% of the time. Person must also be able to move/lift up to 20 pounds.
- **Work Environment:** While performing this job employee is exposed to weather prevalent at the time with varying noise levels.



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Disclaimer:

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

How to Apply

Please email a resume and cover letter *with salary requirements* to info@metrony.wish.org by Friday, June 9, 2017. Applications without a cover letter will not be considered.