

The Brookwood Community

Job Title: Marketing and Communications Manager
Department: Operations/Enterprises
Reports to: Director of Enterprises
FLSA Status: Exempt
Schedule: Typically, Monday through Friday, 8:30 a.m. – 5:00 p.m.; occasional weekends and evenings depending on the event schedule.

SUMMARY

The Marketing and Communications Manager is responsible for developing, supervising, and executing all marketing and communications strategies for The Brookwood Community. This position aims to develop goals and implement activities that increase awareness and engagement through marketing, communications, and public relations while exemplifying Brookwood's GOD RICH core values. This position supports and implements strategies by personally performing the duties and working with other staff and volunteers.

KEY RESPONSIBILITIES

Marketing and Promotions

- Develop a strong understanding of Brookwood's purpose, culture, and audiences to effectively engage current and prospective Brookwood supporters.
- Develop and execute an annual marketing and communications plan that includes multiple outreach channels, including but not limited to social media, earned media, newsletters, marketing materials, and high-volume emails.
- Actively seek new opportunities to cultivate relationships with potential clients and supporters externally.
- Manage Brookwood social media and high-volume email accounts and develop a monthly content timeline.
- Offer support with marketing and promotional efforts as needed for Center for Learning, Café, Gift & Garden Center, book sales, wholesale accounts, Horticulture, shopping bazaars, Grand Parkway location, Citizen Admissions, and volunteers
- Meet with departments on an ongoing basis to determine messaging priorities
- Coordinate all aspects of a printed and e-newsletter to be sent twice a year
- Determine and communicate internal branding guidelines to create a more consistent look and feel that is easily recognizable to others
- Take or secure photos and videos of events across campus for social media/ communications purposes
- Identify potential markets leveraging growth and engagement by expanding Brookwood's Enterprises' revenue
- Assist with reviewing and updating news/content/design of the website.

Media Communications

- Manage media contact list and cultivate relationships with media and church communication contacts; create and submit news releases; identify stories throughout the year to pitch to various media channels; post-Brookwood event info on online media calendars.
- Develop a list of "key messages" for Brookwood that highlights key aspects of the Brookwood story to utilize during media or major donor encounters.

- Actively reach local television news and radio stations to inquire about morning show opportunities prior to major Brookwood events.

SERVICE THROUGH CORE VALUES:

- The Marketing and Communications Manager will honor God by serving the Citizens of Brookwood and their families, the Enterprise Team and Brookwood Community Team Members, Brookwood supporters and volunteers, and everyone associated with Brookwood in the spirit of the mission's Core Values: depending upon and sharing God's GRACE with all humility; looking for OPPORTUNITIES to benefit and enhance the lives of others; acknowledging the DIGNITY of each person and their unique giftedness; showing RESPECT for all through actions of goodwill and generosity; practicing INTERDEPENDENCE to solidify the strength and success of the Community; committing to CONTINUAL IMPROVEMENT to cultivate maximum input and outcomes; and engaging with everyone HONESTLY and with all due diligence.

COMPETENCIES:

- Ability to organize and execute multiple tasks, meet deadlines and attain goals.
- Ability to work well with volunteers, initiate and grow internal and external relationships, and develop mutually beneficial partnerships.
- Possess strong written and oral communication to effectively articulate the Community's mission and to persuade and inspire through communication.
- Ability to meet multiple deadlines while remaining flexible and adjusting to varying schedules and time constraints of a high-energy work environment with a variety of staff and stakeholders
- Maintain composure during potentially stressful situations.

QUALIFICATIONS:

- Bachelor's degree with a major in Marketing, Communications, or related field preferred.
- 4+ years experience in marketing/PR/communications required. An equivalent combination of education, writing, and marketing experience will be considered.
- Experience using an email database management system (Constant Contact, etc..)
- Strong computer skills, working knowledge of Microsoft Office products and desktop publishing software.
- Reliable transportation.

PHYSICAL DEMANDS:

- Routine office environment, including sitting and working at a computer
- Frequently required to stand; sit; walk; kneel; crouch; talk and hear
- Ability to lift 20+ pounds
- Specific vision abilities include close vision and color vision

To apply for this position, please email your resume and cover letter to careers@brookwoodcommunity.org.