

Marketing & Production Manager

NCRA, a small non-profit, is seeking candidate with strong organizational, verbal, and written communication skills, including effective marketing messaging to support the Marketing & Communications Team. Excellent writing and proofreading skills required. Team-oriented and ability to work collaboratively with colleagues across all departments of a non-profit organization, its members, and all other stakeholders. Proven track record of developing and implanting effective marketing campaigns for new products and other deliverables. Precision and accuracy are essential. Familiarity with working within the printing marketplace in regard to magazine production and other deliverables. Familiarity with working with graphics designer for print and digital platforms as well as Excel, Canva, Adobe Creative Suite, including InDesign, and WordPress experience are a plus. Knowledge of Microsoft Office suite is essential, and experience with CRM database system is beneficial.

Key Responsibilities

- Works directly with other departments and the graphics designer to collaborate in the development of targeted marketing campaigns and strategic messaging.
- Serves as lead in working to develop effective email marketing to members and other stakeholders.
- Keen eye for details and active management of multiple deadlines are a must-have in this role.
- A creative and analytical mind, capable of conceiving of new ideas and how they can be implemented to support the organization's publications-related objectives.
- Tracks key performance indicators and monitors success rates of campaigns.
- Contributes to online communication publications.
- Assists with proofreading.
- Excellent writing and editing skills in both online and print environments are critical.
- Adapts communications content for multiple uses across platforms, identifying opportunities for cross-promotion.
- Partners with graphics designer to develop needed graphics for marketing campaigns.
- Supports special projects and campaigns within the Marketing & Communications Department.
- Supports the publications process in a variety of areas, including print, electronic, resource books and more.
- Participates in marketing meetings in assigned areas and executes action items for strategies and tactics discussed.
- Reviews marketing content to ensure consistency of messaging, branding, and style across promotional efforts.
- Develops content for PowerPoint presentations for internal and external audiences.
- Conducts staff training for Communication-related platforms.
- Provides operational support to the Marketing & Communications Department, as assigned.
- May participate on an internal team, either through formal assignment, or on an ad hoc basis, as assigned.
- Duties and responsibilities may be added, deleted, or changed at any time at the discretion of management, formally or informally, either orally or in writing

- Some travel may be required.

Key Skills

- Proven record of developing creative, successful marketing campaigns and collateral to support products and programs targeted to internal and external audiences.
- Working knowledge of the publications process in a variety of arenas, including print, electronic, resource books and more. Knowledge of publications design and development, and printing specifications and procedures.
- Ability to manage vendors based on contractual obligations and based on priorities that align with the objectives of the organization's publications strategy.
- An independent worker along with the ability to know how to manage multiple, time-sensitive projects on his/her own before coming back for approval and/or consensus.
- Strong project management and problem-solving skills.
- Ability to facilitate a solid and productive working relationship with external vendors.
- Ability to multi-task with multiple projects in a team environment.
- Serves as a content contributor/writer to overall marketing and communication strategies.
- Familiarity with working with graphics designer for print and digital platforms as well as Excel, Canva, Adobe Creative Suite, including InDesign, and WordPress experience are a plus.
- Knowledge of Microsoft Office suite is essential, and experience with CRM database system is beneficial.

Apply to jobs@ncra.org with "Marketing & Production Manager" as the subject line.