

## Marketing & Communications Manager Position Description

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**Job Description:** Marketing & Communications Manager

**Location:** Irmo, SC (In-office and Virtual)

**Position Description:** Full Time

### **Our Mission and Purpose:**

The National Safety Council Southeastern Chapter is a chartered chapter of the National Safety Council. Our mission is working together to save lives from the roadway to the workplace across South Carolina & Georgia. We work to achieve our mission by providing education, awareness, advocacy, and prevention in three core areas: roadways, workplaces, and communities.

### **Position Overview**

We are seeking a dynamic and creative **Marketing & Communications Manager** to join our team. This role involves crafting compelling marketing collateral, creating and supervising campaigns, and managing our social media presence. The ideal candidate will be passionate about making a significant impact on our safety initiatives and possesses a knack for innovative and strategic marketing.

### **Responsibilities:**

- **Design and Production:** Create digital and print marketing materials including flyers, postcards, reports, large format, PSAs, and other promotional items (bonus points for video production).
- **Email Marketing:** Design and distribute promotional emails that effectively communicate our programs and initiatives and engage our audience.
- **Event Participation:** Travel and represent NSC at various events and programs requiring an estimated 10-15% travel annually (occasional overnight travel required). Events include community outreach initiatives, industry tradeshows and program site visits. Transportation and related expenses covered. Photography experience a plus.
- **Social Media Management:** Oversee and enhance the organization's presence on social media platforms, including content creation, campaign execution, and engagement strategies.
- **Brand Advocacy:** Ensure all marketing efforts reflect NSC's core values and mission, maintaining consistency across all platforms.

**Preferred Qualifications:**

- Bachelor's degree in a relevant field (e.g., Graphic Design, Marketing, Advertising, Communications, Journalism, Media Production, etc.) and 3-5 years of related experience (may include college portfolio). Or 10+ years related experience.
- Proven track record of developing and/or managing successful marketing campaigns, preferably in the nonprofit or government sectors.
- Exceptional written and verbal communication skills with the ability to engage with a diverse range of stakeholders.
- Graphic design skills and experience with design software program(s).
- Strong organizational skills with the ability to manage multiple projects and priorities simultaneously.
- Collaborative team player with a proactive approach to building positive relationships.
- Innovative mindset and a willingness to explore new approaches to promoting the SCNSC brand.
- Willingness to travel as required by the role.

**Preferred Technical Skills:**

- Email distribution (Mailchimp or similar platform)
- Social media (Facebook, Instagram, LinkedIn, other)
- Microsoft products (Outlook, Word, Excel, PowerPoint)
- Graphic design software (InDesign, Canva, etc.)
- Websites (any platform / basic WYSIWIG editor)
- Bonus points for form builders, survey builders, Salesforce, or any other technical experience

**What We Offer (Compensation Package):**

- Annual Salary: \$60,000 - \$70,000, commensurate with experience
- 100% paid medical and dental coverage
- Up to 8% employer match for retirement plan
- Annual bonus
- Cell Phone Stipend
- Very generous paid time off (PTO)
- 12 paid holidays and the week between Christmas and New Years off
- Position reports in-person at 121 Ministry Drive, Irmo, SC 29063. But this role may allow a periodic, project-based, work-from-home schedule after 90-day onboarding.

**Submission Deadline: July 15, 2024**

**Application Process:**

If you are a creative individual with a passion for making a difference, we invite you to submit your resume and cover letter. Please highlight your experience designing and managing marketing campaigns and/or relevant projects. If selected for an interview, please be prepared to show samples of your past work. Send your resume and a cover letter to Taylor Harrison at [tharrison@scnsc.org](mailto:tharrison@scnsc.org). Interviews will take place at 421 Mission Court, Irmo, SC 29063.

NOTE: This job description is intended to provide a general overview of the position's responsibilities and qualifications. Actual responsibilities and qualifications may vary based on the specific needs of the organization.

**Organization Website:** [www.scnsc.org](http://www.scnsc.org)