

Marketing and Content Manager Job Description



COMPANY OVERVIEW

A helping hand. A friendly smile. A round of applause at a charity event. Universal signs of support. Visible symbols of people helping others. These gestures have the power to change the world. We are Gesture and we make hope happen. Gesture LLC works with charities, non-profit organizations, schools, churches and political organizations nationwide to facilitate events that foster generosity and improve lives through fundraising activities. Among others, these activities include silent auctions, direct donations and live auctions. Gesture's energetic team and unique mobile-bidding technology help our partners maximize their fundraising efforts.

POSITION OVERVIEW

The Marketing and Content Manager (MC) is responsible for the execution, administration, and analysis of Gesture's editorial calendar and website content, construction of the marketing campaigns, assisting in lead generation and distribution, and managing projects related to content and other marketing projects.

The MC is directly responsible for the execution of our marketing strategy and delivering our message through social media. The MC reports directly to the Director of Marketing and Sales Operations.

KEY DUTIES

"Make Hope Happen"

1. Help our clients raise as much money as possible for their cause
2. Deliver outstanding social media and content
3. Run AWESOME Events

RESPONSIBILITIES (Including but not limited to):

- Manage Gesture website and PR content
- Engage with non-profit media and keep up the following
- Analyze and administer blog posts
- Analyze, edit and present reports to management post campaigns.
- Assist where needed on 2017 Marketing Plan.



- Construct marketing campaigns and execute editorial calendar
- Work in conjunction with Marketing Coordinator on strategy and execution of plans.
- Assist at events where necessary
- Adhere to all company policies and procedures
- Act in the best interests of our clients and Gesture and go above and beyond

QUALIFICATIONS

- Desire to learn, grow and help our non-profit partners succeed
- Prior writing and content creation experience preferred
- Bachelor's degree or equivalent work experience
- Strong communication skills both verbal and written
- Ability to make quick decisions
- Must be team focused and extremely organized
- Proficient with the use of computers (Mac based), iPads, new technologies, Google products
- Experience using Microsoft office products (Word, Excel, PowerPoint)
- Willingness to travel as needed
- Experience in non-profit sector, customer service, event management or account management preferred but not required.

KEY COMPETENCIES

Composure	Thinking Clearly & Analytically
Conflict Management	Managing & Measuring Work
Customer Focus	Organizing and Planning
Time Management	Writing and Editing
Making Decisions	Identifying and Solving Problems