



## **Marketing & Events Manager**

<b>Reports To:</b>	Vice President of Marketing, Communications & Events
<b>Department:</b>	Marketing
<b>Supervises:</b>	N/A
<b>FLSA Classification:</b>	Exempt
<b>Salary:</b>	\$80-\$85K
<b>Date Updated:</b>	June 2023

## **Job Description**

### **Summary/objective**

Hanna Center is committed to addressing — and healing — traumas for youth, their families, and entire communities. Our services cover the care continuum: helping youth build resiliency, independence and essential life skills through personalized academic instruction and career-focused skill development; one-on-one clinical care and group classes, mental health resources. We offer training in trauma-informed best practices and innovative methodologies for practitioners people and organizations across the country.

### **Description**

The Marketing and Events Manager will be responsible for the execution of all marketing plans, maintaining the website, and crafting messaging for email campaigns, social media, and donor communications. The Marketing and Events Manager will also manage Hanna Center events and virtual fundraising platforms. The position requires an adaptive and positive individual with strong interpersonal and writing skills.

Reporting to the Vice President of Marketing, Communications and Events, the Marketing and Events Manager will work in close collaboration with Hanna leadership to create and manage a broad-based events calendar that will continue to position Hanna Center as a leader in our community. You will be an integral member of our team as you plan, coordinate, develop, organize, and provide support to all events on the Hanna Center campus. As the marketing and events manager, you will be responsible for advancing the

Hanna Center mission by overseeing our signature fundraisers and other community building events.

**A Typical day as a Marketing Manager may include:**

- Planning, coordinating, organizing and executing Hanna Center events
- Creating and editing event and sponsorship communications, including the updating of website information
- Managing event financials, budgeting and reporting to aid in the successful execution of events
- Recruiting and training staff for event tasks
- Department liaison for weekly program team meetings as needed
- Manage the marketing request form and spreadsheet for the department.
- Participate in the Marketing and Events committee to implement, grow, and meet the participation and revenue goals for events
- Providing support for event fundraising activities, including but not limited to stewarding in-kind donations to meet revenue goals for buy-in events, raffles, and auction lots.

**Principal Duties and Responsibilities:**

*Reasonable accommodation may be made to enable individuals with disabilities to perform these essential functions.*

- Plan, coordinate, develop, organize, and provide support to all Hanna Center outward facing events.
- Manage the marketing and events portal including a broad-based events calendar and communications calendar
- With the guidance of the Marketing and Communications Director and Vice President, craft compelling messaging for email campaigns, website copy, and internal communications.
- Use Firespring to set up and send email newsletters and campaigns.
- Make changes to the website and maintain correct, updated information.
- Update our internal portal and community-facing website with relevant news from Hanna Center
- Create and update signage and other small graphic design projects using Adobe Creative Suite.

- Visit programs, benefits and fundraisers, donor check presentations, and other community engagement events to capture strong photos for use in all communications as needed.
- Manage all aspects of Hanna Center's social media presence (LinkedIn, Facebook, Instagram, Twitter, YouTube) driving strategy to increase daily engagement on social media accounts
- Monitor, report, and present on online engagement analytics (web, email, social media, earned media)
- Leverage key engagement metrics across platforms to optimize content, messaging, and distributions.

### Requirements

- Effective interpersonal, conversational and presentation skills, demonstrating emotional intelligence, situational awareness, excellent writing abilities and strong case development and solicitation skills.
- Must embrace and support Hanna Center's mission and values through one's professional responsibilities and behavior at all times.

### Qualifications

- B.A. and 2+ years of experience in Event Management as well as Communications, Marketing, Digital Media, Public/Media Relations or a related field.
- Highly organized with exceptional attention to detail. Ability to prioritize and handle multiple assignments, and quickly adapt to meet unexpected and urgent requests.
- Holds self and others accountable for high quality, timely and effective results.
- Self starting individual that requires little supervision and is results driven.
- Ability to work on multiple teams cooperatively and with flexibility.
- Fluency in Microsoft Office, Adobe Creative Suite, and Greater Giving required.
- Fluency in website and digital email management required.
- Familiarity with CMS platforms and basic HTML (WordPress, etc., Kajabi, Cvent) and project management tools (Monday.com) is a plus.
- Familiarity with peer to peer fundraising platforms, initiatives and events.

### Comments

- Must clear background check for a Community Care Licensed facility, including physical, TB, and drug test.

- Sit for extended periods and have the ability to manage repetitive hand/wrist movements while using a computer keyboard and/or the phone.
- Bend, squat, stoop, and walk up flight of stairs.
- Lift and/or carry up to 20 lbs., occasionally. Duties are primarily performed in an office environment at a desk or computer terminal.
- General office working conditions apply.
- The employee is stationed at the workstation for the majority of the job but will work occasionally outdoors at events.
- Occasional overtime, including evenings and weekends is required.
- Some travel is required.
- The noise level in work environment is usually quiet to moderate.

*Hanna is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status.*

### **Other duties**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

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Ready to Apply?

Send your resume and cover letter to: [jobs@hannacenter.org](mailto:jobs@hannacenter.org)