



CREATING AN ENVIRONMENT FOR INSPIRING HUMAN POTENTIAL



POSITION | MARKETING MANAGER

POSITION DESCRIPTION

Reporting to and working closely with the Community Engagement Director, the Marketing Manager is responsible for coordinating and delivering the marketing messaging for all JUMP communications. This individual oversees the creation of marketing materials and content, develops and implements marketing strategies, and performs all other relevant tasks essential for sharing the JUMP mission and promoting programs, events, and JUMP activities.

MARKETING DUTIES AND RESPONSIBILITIES:

- Work collaboratively with the Community Engagement Director, Executive Director, and Graphic Designer to develop new marketing campaigns, guerrilla marketing strategies, and marketing plans that enhance and expand upon existing programs.
- Utilize marketing and communications skills and experience to create and implement marketing strategies and plans with a goal of consistent and clear messaging through all communications.
- Coordinate weekly marketing meetings with the Marketing Team and other relevant JUMP Team members, capture notes, and follow up to execute the marketing plans and activities discussed.
- Communicate with the JUMP Team to solicit and receive pertinent information regarding programs, events, non-profit collaborators, team members, and inspirational stories to share with the community.
- Work with the Graphic Designer and AV Manager to manage content for the kiosks to ensure they are current, relevant, and clever.
- Work with the Marketing Team to continually review and update the website.
- Write creative, engaging and mission-related messaging for newsletters, social media marketing, and other promotional materials for JUMP.
- Work closely with the Community Engagement Director to review and update the website to ensure it supports and reflects JUMP's charitable mission and educational purpose.

SOCIAL MEDIA DUTIES AND RESPONSIBILITIES:

- Strive to maintain a regular presence online that inspires, engages, and conveys the JUMP mission.
- Work with the Graphic Designer and Social Media Specialist (TBD) to update community calendars and manage/support online content, considering SEO and Google Analytics.
- Manage online engagement while providing direction and support to the Social Media Specialist (TBD) and monitor and manage responses to online inquiries.
- Capture high quality photos for marketing purposes including billboards, e-newsletters, marketing materials and social media channels.

REQUIRED QUALIFICATIONS

- Communicates well and works effectively with a team and diverse group of individuals.
- Exceptionally organized with the ability to multitask and prioritize a fluctuating daily workload.
- Enjoys working in a fast-paced, high energy, and positive environment.
- Ability to effectively adapt and be flexible in an ever-changing entrepreneurial environment.
- Minimum 3 years of similar work experience.
- High school diploma or equivalent.
- Understanding of social media practices.

PREFERRED QUALIFICATIONS

- Bachelor's Degree in Marketing or related field of study.
- Experience working with Adobe Creative Suites.
- Playful spirit with the ability to roll with the punches and laugh often.

DISCLAIMER | JUMP is an entrepreneurial non-profit organization; consequently, the position description listed above has been written to indicate the overall nature, essential duties, and responsibilities of the work to be performed. It may not contain a comprehensive record of all duties, responsibilities, and qualifications required as it is highly likely the job structure will evolve.

TO APPLY | Please submit a current resume and cover letter along with a completed JUMP application (located on our website at JUMPBoise.org <http://jumpboise.org/careers>) to careers@jumpboise.org with the position title in the subject line or by mail to 1000 West Myrtle Street, Boise, Idaho 83702. If you have any questions, please e-mail us at careers@jumpboise.org.