

Job Title:	Marketing and Communications Manager
Reports To:	Director of Development and Operations
Status:	Full-time, exempt employee
Compensation:	Starting salary range: \$58,000 - \$66,000 + Full Benefits
Main Function:	The Marketing and Communications Manager is responsible for building a strong and consistent voice for Arch Grants. This person will help develop an annual organizational marketing plan to be executed across all channels.

Position Summary

The Marketing and Communications Manager will be the primary steward of Arch Grants' brand and messaging throughout the annual cycle of programmatic, awareness-building and fundraising initiatives. This person will work with colleagues across the organization to market the annual Startup Competition, the annual Gala and various fundraising initiatives and to build awareness and engagement around our mission and the incredible Founders and Companies in our portfolio.

Duties & Responsibilities (included, but not limited to):

- Develop and execute the organizational marketing/content strategy, incorporating input from Program and Fundraising teams.
- Draft messaging and content for website, newsletters, applicant communications and social media.
- Meet with Arch Grants Founders and develop and maintain a resource library of press/content from our portfolio companies for use across all aspects of the organization.
- Draft press releases and serve as press contact for the organization.
- Manage the social media strategy and content calendar.
- Hire and manage outside vendors to assist with key aspects of marketing strategy and execution – including collateral printing, website improvements, etc.
- Help to identify opportunities for the organization to participate in relevant discussions about our mission, our region, the startup sector and/or our Founders.
- Manage the strategy and setup of all paid campaigns.
- Track, measure, and analyze all marketing initiatives and efforts to determine effectiveness and potential for improvement.
- Assist in preparing regular marketing reports for the Board of Directors for varied initiatives.
- Provide assistance/guidance to Arch Grants Founders on marketing and media relations projects, as appropriate, and as time allows.
- Other duties as assigned.

Qualifications, Qualities and Skills

- Two or more years of marketing and/or communications experience.
- Project management and/or vendor management experience.
- Excellent written and verbal communication skills.
- Willingness to take initiative to creatively address complex issues/opportunities.
- Excellent interpersonal and communication skills, including a relationship-building mindset.

- Ability to manage multiple priorities and overlapping deadlines in a fast-paced environment.
- Collaborative, team mindset.
- Availability to work a flexible schedule including some evenings and weekends.
- Superior organizational skills and extraordinary attention to detail.
- Experience with Salesforce, Constant Contact, Microsoft Office Suite preferred.

Interested applicants should send a resume and cover letter in PDF format to hire@archgrants.org