



Job Title: Marketing & Communications Manager
Reports to: Executive Director

Company Overview:

NJ 2-1-1 is a nationally accredited, nonprofit organization that provides the public with front door access to nonprofit, government and faith-based services, as well as disaster response information. In times of personal crisis, we help to make the caring connection to over 3,000 agencies offering more than 10,000 programs and services. Our services are free, confidential and multilingual. We are open 24/7/365. People can contact us by dialing 211; texting their zip code to 898-211 or chatting online. Our database of over 10,000 programs and services is also accessible from our website. For more information, please visit www.nj211.org.

Position Overview:

As a Marketing & Communications Manager, you will be responsible for creating and executing a plan to help build awareness of 2-1-1 that results in increased call volumes, website visits, and new opportunities to meet the targets established in the organization's strategic plan. This position is responsible for all website content, both developing new content and updating existing content. In addition, you will oversee the work the of the Marketing & Communication Specialists.

Responsibilities:

- Work closely with the executive director and marketing committee on marketing and public relations matters.
- Assess marketing needs of organization.
- Create a marketing plan that is reflective of the organization's strategic goals.
- Identify and create marketing campaigns to raise the community's awareness of the organization and its services and products.
- Manage and analyze organizations' social media channels.
- Manage the website; update existing and add new content pages.
- Build the brand awareness of the organization in the community.
- Create and manage the organization's marketing budget.
- Manage press relations by writing press releases and achieving article placement in various media outlets.
- Build relationships with relevant organizations such as civic organizations, public health departments, schools, municipalities, local businesses, corporations, funders, etc. to advance the organization's mission.
- Work cooperatively with the marketing efforts of the NJ 2-1-1 Partnership and the local United Ways.
- Coordinate and attend outreach events to represent the organization at community events and public speaking opportunities.
- Evaluate results of marketing activities.
- Develop internal communication pieces for staff.

Qualifications:

- Associate or bachelor's degree in marketing or communications or related field
- 3-5 years' experience in marketing, communications

- Excellent written and oral communication skills
- Experience managing staff
- Experience with Canva, Constant Contact, Online analytics and Google AdWords preferred
- Excellent knowledge of MS Office, marketing computer software and online applications
- Fluent in social media including FB, Twitter and Instagram
- Strong knowledge of marketing principles, market research techniques and databases

FLSA –Exempt position

NJ 211 is a disaster response organization working in partnership with the state emergency operation center. This requires all staff to be available during times of emergency, to work beyond normal hours and/or flexible hours to meet needs.

FSLA: Exempt

Equal Employment Opportunity – M/F/Disability/Veteran

