

MARKETING MANAGER

Mission Statement for Rainbow Acres

The Mission of Rainbow Acres is to serve as “a Christian community with heart that empowers persons with developmental disabilities to live to their fullest potential with dignity and purpose.”

Evidence of strong Christian commitment is desirable. Evidence of strong ethical standards and moral character is essential along with sensitivity to the needs of the Ranchers.

Job Title: Marketing Manager

Department: Advancement

Summary: The Marketing Manager oversees and coordinates the development and effective implementation of the marketing strategies for Rainbow Acres

Minimum Professional Requirements:

- Bachelor’s degree in Business Administration, Marketing, or related field required
- A minimum of 5 years of marketing experience; including web design
- Excellent verbal and written communication skills
- Thorough understanding of marketing strategies and practices
- Excellent interpersonal and customer service skills with the ability to effectively interact with and engage with diverse populations
- Strong analytical and problem solving skills
- Strong leadership and project management skills
- Proficient with Microsoft Office Suite and marketing related software applications including databases

Professional Responsibilities:

1. Primary responsibility for the development and implementation of the organization’s marketing plan
2. Manages and implements the organization’s advertising and promotional activities
3. Gathers and analyzes information to identify new markets and demand for services, and efficacy of existing marketing campaigns and strategies
4. Designs and implements highly effective marketing campaigns based on market research
5. Maintains knowledge of Rainbow Acres’ services and effectively utilizes that knowledge in designing of promotional/advertising materials and press releases

6. Collaborates with Senior Staff to develop and implement marketing strategies to increase the organization's visibility, positively impacting recruitment, admissions, and donations
7. Manages the organization's use of social media and the organization's website
8. Performs other related duties as assigned

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is frequently required to stand; walk; have great dexterity of hands and arms; stoop; kneel, and talk and hear. The employee is required to sit for long periods of time. The employee may be required to lift and/or move more than 25 pounds.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The working environment is generally favorable. Lighting and temperature are adequate, and there are no hazardous or unpleasant conditions caused by noise, dust, etc. Work is generally performed within an office environment, with standard office equipment available.