

Job Announcement

Job Title	Communications & Marketing Manager
Location	Colorado Springs, CO
Compensation	\$40,000 - \$45,000 DOE
FLSA Classification	Exempt
Application Deadline	Open Until Filled

Company Overview

Catholic Charities of Central Colorado, Inc. is the social service arm of the [Diocese of Colorado Springs](#). It was incorporated as a 501(c)(3) human service organization in 1968. It is currently one of over 1,600 [Catholic Charities USA](#) social service agencies in the United States.

Catholic Charities provides social services throughout a 10-county area with most of the services targeted to people living in Colorado Springs, Castle Rock, El Paso County and Douglas County. The agency is accredited by the [Council on Accreditation](#) and provides services to people of all races, backgrounds, and beliefs.

Catholic Charities *Provides Help and Creates Hope* for people who are poor and vulnerable in our area through the efforts of a wide range of programs and services.

Job Summary

The Communications & Marketing Manager will support the Chief Communications Officer in directing and implementing the communications of the organization. The primary responsibility of this position is to manage and implement the digital marketing strategy, including website management, social media, paid advertising, and digital analytics. Other key roles include assistance with managing the agency's external communications and media relations, ensuring message discipline, quality communications, consistent branding, and assisting with activities designed to enhance communication between Catholic Charities and its employees, volunteers, donors, event participants, media representatives, and the community to expand the visibility of Catholic Charities. The position requires hands-on technical skills, as well as the ability to manage multiple projects simultaneously in a busy office environment.

Full details and employment application are available at www.CCharitiesCC.org

Qualifications

- Bachelor's Degree in Communications, Marketing, Journalism, Digital Media, or related field required.
- Three+ years of experience in marketing, communications, public relations, or related field required.
- Knowledge of and experience with:
 - Digital Media: PPC, AdWords, digital analytics, social media, and email marketing. Digital graphic design a plus.
 - Photography, video, and editing.
 - Website management, specifically WordPress – some HTML a plus.
 - Adobe Creative Suites a plus. Training provided.

To Apply

Submit a [cover letter](#), [resume](#), and [completed employment application](#) (available at www.CCharitiesCC.org) to HR@ccharitiescc.org.

Catholic Charities of Central Colorado is an Equal Opportunity Employer

Catholic Charities of Central Colorado Job Description Communications & Marketing Manager

Reports To: Chief Communications Office

Department: Marketing & Communications

FLSA Classification: Exempt

Salary Range: \$40,000 - \$45,000

Titles Supervised: Unpaid staff, interns, and volunteers

Evaluation: First six months of employment and annually thereafter

General Purpose

The Communications & Marketing Manager will support the Chief Communications Officer (CCO) in directing and implementing the communications of the organization. The primary responsibility of this position is to manage and implement the digital marketing strategy, including website management, social media, paid advertising, and digital analytics. Other key roles include assistance with managing the agency's external communications and media relations, ensuring message discipline, quality communications, consistent branding, and assisting with activities designed to enhance communication between Catholic Charities and its employees, volunteers, donors, event participants, media representatives, and the community to expand the visibility of Catholic Charities. The position requires hands-on technical skills, as well as the ability to manage multiple projects simultaneously in a busy office environment.

Essential Duties/Responsibilities

Digital Marketing Management

- Responsible for content oversight, implementation and daily management of the agency's online marketing and social media initiatives.
- Oversee and implement website updates, changes, design, and content generation. Work with external website contractor and internal constituencies to ensure website accuracy.
- Oversee the agency's presence on all social media, to include posting text and visual information, monitoring constituent reaction and comments, and developing appropriate responses.
- Create, implement, and revise strategies for maximizing the use of social media tools to expand the agency's support base, and to enhance relationships with members of the online community.
- Monitor internet trends and e-marketing best practices.
- Implement and revise social media campaigns.
- Build monthly e-newsletters in Constant Contact.
- Research and contribute to online features, enhancements, and updates/changes, as appropriate.
- Provide analytical analysis of all electronic media vehicles.
- Digital graphic design a plus.

Photography and Video

Serve as lead internal staff photographer (both still and video).

Strong command of photographic/video technology, hardware/software.

Manage photographic and video archives, and appropriate releases, to ensure legal compliance in agency usage.

Advertising, Marketing, and Graphic Design

- Serve as project lead in the development and production of electronic and print communications.
- Utilizing graphic design software, create graphic material to be used in advertising and promotion. Prepare rough and/or finished art work.
- Good eye for graphic design; ability to present and graphically depict ideas, information, and data.
- Work with outside print companies and copy houses for materials production.
- Assist in ensuring communications projects are produced on time and within budget.

Communications and Events

- In conjunction with the CCO, plan, develop and maintain the annual messaging calendar.
- Assist in the coordination of communications, special projects and special events.
- Strong writing abilities, editing skills, and eye for detail required.
- Demonstrate a strong orientation toward customer service.
- Perform occasional general administrative support for the department.
- Maintain, develop, and track agency presentation materials for use by agency staff.
- Serve as an escort for media representatives while at the agency.

Education/Experience

- Bachelor's Degree in Communications, Marketing, Journalism, Digital Media, or related field required.
- Three+ years of experience in marketing, communications, public relations, or related field required.
- Knowledge of and experience with:
 - Digital Media: PPC, AdWords, digital analytics, social media, and email marketing. Digital graphic design a plus.
 - Photography, video, and editing.
 - Website management, specifically WordPress – some HTML a plus.
 - Adobe Creative Suites a plus. Training provided.

Skills & Competencies

Proficient in Microsoft Office Suite, Video Editor Software, and various online tools.

Requirements

- Demonstrated self-starter and ability to work independently with little supervision.
 - Ability and willingness to work within the established structure of Catholic Charities.
 - Willingness to learn new skills as marketing needs arise. Goal-oriented team player.
 - Ability to multitask and operate in a high volume, time sensitive, fast-paced environment.
- Analytical and creative mind with the ability to work efficiently, effectively, and multitask in a fast-paced environment.
- Demonstrated ability to apply culturally appropriate skills in interactions with clients, co-workers, volunteers, partner agencies, and other community members.

- Excellent communication (verbal and written), problem solving, listening, and interpersonal skills, with the ability to form and maintain positive work relationships.
- Occasional evenings and weekends are required to accommodate meetings and special events.

Work Environment

- A majority of the assigned duties are performed in an office environment.
- The employee is subject to both inside and outside environmental conditions.
- Reasonable accommodation can be made to enable people with disabilities to perform the described essential functions of this position.

This description is not intended, and should not be construed, to be an exhaustive list of all responsibilities, skills, efforts, or working conditions associated with this job. It is intended to be an accurate reflection of the principal job elements essential for making compensation decisions.

Employment Experience: List all of your current and previous positions (paid and unpaid) in chronological order starting with most recent. Please complete this section and attach additional sheets as needed even if you submit a resume.

1. Employed From _____ To _____
Company Name _____ Your Title _____
Address _____ Your Department _____
City & State _____ Supervisor's Phone Number _____
Supervisor's Name and Title _____
Work Performed _____

Reason for leaving _____

2. Employed From _____ To _____
Company Name _____ Your Title _____
Address _____ Your Department _____
City & State _____ Supervisor's Phone Number _____
Supervisor's Name and Title _____
Work Performed _____

Reason for leaving _____

3. Employed From _____ To _____
Company Name _____ Your Title _____
Address _____ Your Department _____
City & State _____ Supervisor's Phone Number _____
Supervisor's Name and Title _____
Work Performed _____

Reason for leaving _____

4. Employed From _____ To _____
Company Name _____ Your Title _____
Address _____ Your Department _____
City & State _____ Supervisor's Phone Number _____
Supervisor's Name and Title _____
Work Performed _____

Reason for leaving _____

5. Employed From _____ To _____
Company Name _____ Your Title _____
Address _____ Your Department _____
City & State _____ Supervisor's Phone Number _____
Supervisor's Name and Title _____
Work Performed _____

Reason for leaving _____

6. Employed From _____ To _____
Company Name _____ Your Title _____
Address _____ Your Department _____
City & State _____ Supervisor's Phone Number _____
Supervisor's Name and Title _____
Work Performed _____

Reason for leaving _____

7. Employed From _____ To _____
Company Name _____ Your Title _____
Address _____ Your Department _____
City & State _____ Supervisor's Phone Number _____
Supervisor's Name and Title _____
Work Performed _____

Reason for leaving _____

Of the jobs you have held, which did you like the most, and why? _____

Of the jobs you have held, which did you like least, and why? _____

May we contact your present employer? YES NO

Please list 3 professional references

1. Name _____ Telephone _____
Address _____ Relationship _____

2. Name _____ Telephone _____
Address _____ Relationship _____

3. Name _____ Telephone _____
Address _____ Relationship _____

In order for your application to be considered, you must sign the Applicant's Declaration, Authorization, and Release.

Applicant's Declaration, Authorization, and Release

Any applicant who knowingly or willfully makes a false statement of any material fact or thing in the application is guilty of perjury in the second degree as defined in Section 18-8-503, C.R.S., and, upon conviction thereof, shall be punished accordingly.

My answers on this application and on any resume I provide are complete and true. I understand that the submission of any false or incomplete information in connection with my application, whether on this or other documents or in interviews, will be cause for the rejection of my application or the termination of my employment at any time. I authorize Catholic Charities of Central Colorado, Inc. and its agents to verify any information related to my application or resume. I also authorize all individuals, schools, employers, and law enforcement officials to freely provide any information concerning my background, and I hereby release any and all of them from any liability for doing so.

Print Name

Signature

Date

Background Checks. State and Federal background checks will be completed on all applicants prior to receiving an offer of employment for available positions with Catholic Charities of Central Colorado.

E-Verify. Federal law requires all employers to verify the identity and employment eligibility of all persons hired to work in the United States. Catholic Charities of Central Colorado participates in E-Verify. For more information on your rights and responsibilities as an applicant, please visit: <https://www.e-verify.gov/>

Work Visas. Catholic Charities of Central Colorado does not sponsor work visas. All eligible applicants must be currently authorized to work in the United States on a full-time basis.