



MARKETING & COMMUNICATIONS DIRECTOR POSITION DESCRIPTION

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The Marketing & Communications Director is a full-time exempt position that is responsible for developing and carrying out the organization's marketing and communication functions, including strategic planning, brand management, mission awareness, print and electronic messaging including web and social media as well as media and strategic partnership relations. In addition, this position involves active participation in Special Olympics Iowa events and activities.

REPORTS TO

VP of Development

QUALIFICATIONS

- Bachelor's degree in marketing, communications, public relations or journalism
- 3-5 years experience in communications, media relations and marketing preferred
- Commitment/passion to working with individuals with intellectual disabilities and the Special Olympics Mission
- Excellent written and verbal communication skills
- Proficiency in various social media and graphic design platforms, WordPress, and Adobe applications such as InDesign, Photoshop and Canva
- Ability to manage multiple projects, while staying organized and meeting deadlines
- Willingness and ability to work nights and weekends as needed
- Must pass Special Olympics background check

RESPONSIBILITIES

- Enhance the effectiveness of Special Olympics Iowa programming and fundraising activities by developing and implementing a comprehensive strategic marketing plan for the organization
- Further establish a statewide presence and increased visibility for Special Olympics Iowa
- Create and execute campaigns and various social media goals across all social media outlets
- Efficient management of Special Olympics Iowa website
- Collaborate with programming and development departments on needs for effective communications needed throughout both departments
- Design marketing materials and print materials as needed

- Create and execute strategy for increasing statewide awareness of all Special Olympics programming and events
- Create and execute strategy and relationships between Special Olympics Iowa and all media outlets
- Maintain and coordinate with Special Olympics International on various print, digital and social media campaigns (Program and Development)
- Assist with various relationships within SOIA including coaches, athletes, volunteers, donors, stakeholders and third parties
- Work with and build relationships with SOIA board members and various committees with needs for marketing and communications across SOIA
- Write and produce Special Olympics Iowa newsletters for constituents
- Assist in management of Public Relations for program and development events
- Other duties as assigned

Send cover letter, resume and salary expectations to info@soiowa.org

Special Olympics Iowa

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