

Marketing & Communications Manager

Summary: The NAMI GSA Marketing & Communications Manager is responsible for creating & implementing all marketing and communications efforts across the organization to audiences including donors, volunteers, program participants, partners, and the general public. Areas of responsibility include: branding and messaging, digital and print marketing, fundraising campaigns, collateral design and creation, photography and video, media relations, and organizational storytelling. Will report directly to the Director of Development and Communications. **Advanced Graphic Design skills and Proficient AP Writing Skills A MUST. Portfolio & References must be submitted with Resume.**

Required Education and Experience:

- Bachelor's degree or higher in communications, marketing, journalism, or related field required.
- 1-2 years of non-profit marketing experience preferred.
- Experience in graphic design, web design, social media, & media relations required.
- Excellent verbal and written communication skills as well as public speaking capabilities are required.
- Proven success launching/developing marketing campaigns with an integrated marketing plan is preferred.
- Knowledge of Adobe Creative Cloud, Canva, Constant Contact, Hootsuite, Meta Business Suite, and Wix is required.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Assist in the creation and management of a comprehensive communications plan that aligns with NAMI GSA organizational and fundraising goals.
- Maintain the organization's editorial calendar to ensure an integrated cross-departmental communications plan through both print and digital formats.
- Maintain & manage NAMI GSA website and all social media platforms.
- Ensure consistent and proper use of NAMI GSA brand and messaging across all internal and external channels using the organizational brand guidelines for various audiences including donors, volunteers, program participants, community partners, prospective supporters, city leaders, and the general San Antonio and regional community.

- Provide strategy, content creation, and management for all digital marketing platforms including but not limited to website, social media, and email.
- Provide oversight of social media accounts including strategy and content creation.
- Provide graphic design for all internal and external projects.
- Work with the Director of Development & Communications to develop creative campaigns and messaging for all fundraising appeals, both print and digital. Provide support with the development of all materials, programming, video creation, speaker talking points, and media engagement for annual events, as well as on-site support for all events.
- Collaborate with program teams to drive an internal culture of storytelling and share the impact of NAMI GSA's work.
- Interview clients, staff members, donors, program participants, and volunteers to share stories with the general public, and ensure appropriate confidentiality with all interviewing and storytelling.
- Maintain current knowledge of NAMI GSA Programs.
- Complete other duties as assigned by the Director of Development and Communications.

**This is a full-time salary position, up to \$45,000.
Pay is commensurate with experience.**

**Position – IMMEDIATELY HIRING! Open until filled.
Resumes can be sent to kimberly.p@nami-sat.org**