



The Up Center is the oldest and largest child and family services agency in Hampton Roads and has been part of our community since 1883. Purposefully evolving over the years to meet the changing needs of our region, we continue the work of our predecessors by responding to the needs of our community's most vulnerable children, families and individuals with a mission of changing trajectories from crisis to wholeness. Through innovative services and community collaboration, we build strong families – the foundation of a resilient, flourishing community. Our programs meet the diverse needs of children and families, including:

- Counseling and mental health skill-building
- Early childhood education and youth mentoring
- Foster care
- Financial and housing education and counseling
- Workforce readiness and development
- Disability Services.

As one of the largest non-profit providers of evidenced-based mental health services in our region we provide personal and innovative services to approximately 10,000 people each year. We have a deep understanding how trauma and mental illness impacts people's and families' ability to thrive. We work daily to transform both our services and the system of care in our community and have clearly stated strategic goals to both champion this need and to increase our capacity to provide critical services. We execute in collaboration with other organizations, invest in the professional development of our staff and are committed to using a trauma informed approach to focus on recovery and resilience and to promote equity, diversity and inclusion in all our work.

### **Summary:**

The marketing manager is a key member of The Up Center team. Reporting to the Chief Development Officer, this person oversees the development and implementation of the Agency's marketing and communications efforts. Responsible for bringing to life the work of our teams both internally and externally, He/She must be creative and enjoy working within a small, entrepreneurial environment that is mission-focused, results-driven and community oriented. The ideal individual will have the ability to exercise good judgment in a variety of situations, with strong written and verbal communication, administrative and organizational skills, and the ability to maintain a realistic balance among multiple priorities. Able to work independently on projects, from conception to completion, he/she must be able to work and manage a team under pressure, both conceive of and implement strategies, and handle a wide variety of marketing and communications efforts across a variety of agency programs.

### **Essential Duties Include:**

- Develops and implements a marketing and communications program that will ensure articulation of The Up Center's image and position internally throughout the Agency, and externally to all constituencies and the community at large.
- Development and implementation of the marketing strategy – including campaigns, events, multi-platform marketing, and promotions.
- Develops and manages the marketing budget.

- Maintains effective and productive working relationships with media and community members
- Partners with Agency leaders to develop and distribute effective press releases via news media, radio, social media, etc. to drive Up Center and program brand awareness as well as handles any crisis communication.
- Coordinates media interest in the Agency and ensures regular contact with target media and appropriate responses to media requests.
- Works closely with the development team on philanthropic giving initiatives and campaign messaging.
- Designs and develops content for Agency publications and other materials as requested, such as brochures, annual report, newsletters, advertisements and public service announcements.
- Leads a small marketing team in the development of innovative advertising, promotion, communications, social media and community engagement including hiring, training, workloads, schedules and deadlines.
- Demonstrates excellent communication and interpersonal skills.
- Participates in Request for Proposals (RFPs) and occasional client meetings.
- Assists with Business Development efforts as needed.
- Performs other projects/duties as assigned.

### **Qualifications:**

- B.S. Degree in Marketing, Public Relations, Business or a related field.
- Minimum of 5 years' experience in marketing, communications and media relations with demonstrated success. Experience with social media outlets also required.
- Strong creative leadership, sound judgment and quality decision making skills to plan and accomplish goals.
- Demonstrated successful experience writing press releases, making presentations and negotiating with media.
- Excellent proofreading skills.
- Considerable experience with content management systems (CMS), page design and graphics software such as the Adobe Suite.
- Ability to multi-task and work against deadlines, be highly organized and have good delegation skills.
- Ability to gather and analyze data and share findings.
- Demonstrated understanding of broadcast and digital media.
- Ability to manage and motivate staff, in addition to working well as a member of a team
- Ability to think both tactically and strategically
- Strong interpersonal / relationship skills

*The Up Center is an Equal Opportunity Employer. We are committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and employees without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, marital status, amnesty, military, veteran status or any other characteristic protected by applicable law.*