



Our mission is to provide people of all ages with help, hope, and the opportunity to succeed.			
Job Title	Marketing and Communications Manager	FLSA Status	Non Exempt
Program/Department	External Relations	Supervisory Responsibilities	No
Reports To	Chief External Relations Officer	CEO Approval Date	07/2021
Work Schedule	Office hours follow business hours and may vary with supervisor approval; may include occasional evening and weekends.		
Must pass required background check			
POSITION OVERVIEW			
Operating under the administrative oversight of the Chief External Relations Officer, the Marketing and Communications Manager is responsible for implementing the overall marketing and communications strategy for Sunbeam Family Services.			
ESSENTIAL FUNCTIONS			
<ul style="list-style-type: none"> • Works with Chief External Relations Officer to develop integrated marketing and communications plan for internal and external audiences. • Assists in managing Sunbeam’s Brand integrity. • Designs, creates, tests, promotes and monitors all digital and print marketing initiatives, including flyers, website and social media creative, billboards, ads and annual report. • Creates all social media posts and drives strategy and metrics for Facebook, Instagram, LinkedIn, and Twitter. • Manages the Sunbeam website, which includes language and graphic updates and monthly Google analytic reports to drive strategy. • Assists with The Beam, Sunbeam’s internal intranet. • Masters Adobe Creative Suite, Google Analytics, and Microsoft Office Suite. • Creates videos to tell the organization’s story. • Assists with writing press releases in AP Style, pitching media, enhancing relationships with reporters, and capturing clippings. • Prioritizes projects and goals to meet deadlines. • Supports special event logistics and philanthropic efforts to put the FUN back in fundraising. This includes representing Sunbeam at speaking engagements. • Works occasional weekend/weeknights. 			

OTHER DUTIES

- Provide support for other duties needed in keeping with our mission, vision and values

JOB QUALIFICATIONS

	Minimally Required	Preferred
Education	Bachelor's degree.	Bachelor's degree in marketing or communications related field such as Public Relations, New Media, Journalism, Digital Marketing, Marketing, Communications, Graphic Design, Strategic Communications or Advertising.
Skills and knowledge	<p>Strong writer, analytical, strategic mind, and detail-oriented.</p> <p>Approachable, collaborative, mission-driven, patient, relational, efficient and proactive.</p> <p>Strong organizational skills, demonstrated ability to multi-task, and meets deadlines.</p> <p>Excellent customer service skills and the ability to work with diverse individuals.</p> <p>Maintains the highest level of ethical conduct and exercises discretion in handling confidential information.</p>	
Abilities	<p>An attitude of gratitude.</p> <p>Thrives on collaboration and finds solutions to challenges across the organization.</p> <p>Innovative with a sense of humor.</p> <p>Local travel required and must have valid Oklahoma driver's license and insurance as required by the position</p>	

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WORKING CONDITIONS

Physical Demands:

While performing the duties of this job, the employee is required to frequently communicate with staff and others, and must be able to exchange accurate information when doing so. The employee must be able to remain in a stationary position 50% of the time and occasionally move about inside the office to access file cabinets, office equipment, attend meetings, etc. Must be able to operate and use a computer and move and position audio/visual equipment. Must be able to detect, discern, distinguish, observe, inspect and compare. Must have excellent command of English language and grammar, both verbal and written. Occasionally must be able to move needed materials weighing up to 25 pounds. The qualifications, physical demands, and work environment described are representative of those an employee will encounter and must meet to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities.

Work Environment

The employee will work in an office environment, may work in close quarters with other staff. The noise level in the work environment varies from moderate to loud.

OTHER

The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. These statements are intended to describe the general nature and level of work performed by employees assigned to this position. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel or candidate and may be subject to change at any time.

SIGNATURE

By signing this job description, the employee/candidate affirms that the individual possesses the knowledge, skills, and abilities necessary to perform the essential functions of the job as stated above, with or without reasonable accommodation. It is also understood that employment with Sunbeam is considered “at will,” meaning that either Sunbeam or an employee may terminate the employment relationship at any time with or without cause or notice. This job description is not intended in any way to create a contractual employment relationship. Sunbeam may also change this job description and the expected duties from time to time at its sole discretion.