



of Metro Denver

Girls Inc. of Metro Denver
Inspiring all girls to be strong, smart, and bold

Job Description/Announcement

Position: Marketing & Communications Manager
Reports to: VP of Development & External Relations
Location: 1499 Julian Street Denver, CO 80204

*The mission of Girls Incorporated of Metro Denver (GIMD) is to inspire all girls to be **STRONG, SMART, and BOLD**. GIMD is an affiliate of a national Girls Inc. network.*

All Girls Inc. of Metro Denver full-time employees are eligible for an impressive benefits package, including:

- A supportive work environment to be part of a national network for girls, professional development funds allocated to each full-time staff member, robust training for program staff with connection to the Girls Inc. National network including peer support and training opportunities, regular team meetings, one-on-one check-ins.
- A culture of care rooted in equitable practices with paid family and medical leave, a robust wellness program, sabbatical eligibility benefits, organization-wide retreats and team bonding events, generous paid time off, sick leave, a minimum of 13 holidays per calendar year, and access to an employee emergency assistance fund.
- A comprehensive benefits package consisting of a 403(b) retirement plan that includes an employer contribution, 100% employee paid medical, vision and life insurance package, dental, additional insurance options offered to fit your needs.

Position Summary:

The Marketing & Communications Manager will support the organization's overall marketing & community activities to support GIMD's mission. This position focuses on a wide range of responsibilities including internal and external communications, organizational marketing, media support, events, and social media. This role will be responsible to work collaboratively to fulfill organizational marketing needs and align the GIMD brand across departments.

Role and Responsibilities:

Internal and External Communications

- Develop monthly newsletter to donors, volunteers, and families in partnership with programs department. Manage organization-wide information shared on internal communications site
- Manage annual campaigns and channels for communication, such as International Day of the Girl, end of year giving, My Bold Future
- Support the design approval and communications of Girl thINC Outside the Box to girls and families.
- Work cross functionally to ensure all marketing materials are updated on internal sites on an annual basis



of Metro Denver

- Work in collaboration with the CEO to determine media plan and assist with media briefings and partnerships
- Manage communications tools and systems.
- Support CEO on internal communication needs to GIMD staff

Organizational Marketing:

- Manage the GIMD website to follow brand guidelines and keep content current
- Update and maintain program and department collateral
- Manage the content, design, and distribution of the organization's annual report in collaboration with the Senior Leadership Team and external graphic designer
- Work cross functionally to develop editorial needs for sharing information externally
- Create and manage social media plan and annual calendar, collaborating with Development Coordinator on social media posts and execution
- Track digital marketing metrics and provide quarterly analysis of social media platforms, website usage, and newsletter open rates
- Manage marketing tools and systems.

Events

- Manage the event logistics and sponsorship process of signature events My Bold Future (May) and Day of the Girl (October)
- Support program events that require sponsorship and external advertising
- Provide follow up event reporting for audience tracking, budgeting, and future changes
- Project manage all event decisions and vendor partnerships in collaboration with the Development team

Supervisory Responsibilities: None

Qualifications

The following qualifications help ensure that the marketing and communications manager can effectively promote Girls Inc. of Metro Denver, build relationships with stakeholders, and contribute to achieving the organization's mission.

Experience

- **Relevant Experience:** 3-5 years of experience in marketing, communications, or public relations, ideally in a nonprofit setting.
- **Leadership:** Experience managing teams or projects
- **Campaign Management:** Proven track record of developing and executing successful marketing campaigns.

Skills

- **Strategic Planning:** Ability to develop and implement marketing and communication strategies that align with the organization's goals.



of Metro Denver

- **Content Creation:** Strong skills in writing, editing, and producing engaging content for various platforms (e.g., social media, newsletters, press releases).
- **Digital Marketing:** Proficiency in digital marketing tools and techniques, including SEO, email marketing, and social media management.
- **Graphic Design:** Basic skills in graphic design and familiarity with design tools (e.g., Adobe Creative Suite, Canva)
- **Analytics:** Experience with data analysis and metrics to measure the effectiveness of marketing efforts and adjust strategies accordingly.
- **Brand Management:** Ability to maintain and enhance the organization's brand and public image.

Personal Attributes

- **Passion for Mission:** Demonstrate commitment to the mission, vision, and advocacy statements of Girls Incorporated of Metro Denver
- **Cultural Competency:** Appreciation and sensitivity for urban communities, diverse populations, cultures, and economic experiences. Commitment to the values of social justice and anti-oppression.
- **Creativity:** Innovative thinking to develop unique marketing strategies and campaigns.
- **Communication Skills:** Excellent verbal and written communication skills, with the ability to engage and inspire various audiences.
- **Organizational Skills:** Strong project management abilities with attention to detail and the capacity to handle multiple tasks and deadlines.
- **Adaptability:** Flexibility to adjust strategies and tactics in response to changing conditions or feedback.

Technical Knowledge

- **CRM Systems:** Familiarity with Customer Relationship Management (CRM) systems and database management (e.g., Salesforce)
- **Website Management:** Experience with website content management systems (e.g., WordPress) and basic HTML/CSS knowledge.
- **Media Relations (preferred):** Experience with media outreach and relationship building with journalists and/or influencers

Physical Requirements:

- Prolonged periods of sitting at a desk and working on a computer
- Must be able to lift up to 15 pounds at times

Education/Experience:

- **Bachelor's Degree or equivalent years of experience:** in Marketing, Communications, Public Relations, Journalism, or a related field.

Position Status: Full-time, salaried, exempt. Hours of work may vary, with some evenings and weekends required. Typical work hours 9:00-5:00 pm

Salary: \$55,000-\$63,000 depending upon experience and education



of Metro Denver

Interested in applying? Please complete the application form, which includes uploading your resume, at <https://forms.gle/fHXQV2S1CZqJtpvR6>. No cover letter is needed. No phone calls, please.

Application Deadline: Position will remain open until filled. Priority application deadline is September 30, 2024.

Interview Process: Our interview process takes approximately 3-4 weeks after the priority application deadline.

Organization Summary:

Direct Service: GIMD serves over 2,500 girls and youth each year through comprehensive, research-based programs that help girls navigate gender, social, and economic barriers and reach their full potential. We provide year-round programs to girls in kindergarten through college, delivered by trained youth development professionals in a positive, pro-girl environment.

Advocacy: GIMD is committed to advancing the rights and opportunities of all girls and young women, to eliminate the barriers girls face, and reform the systems that impede their success. We approach this work through an equity lens focused on girls' inherent strengths and centered on girls facing multiple, intersectional challenges.

Equal Opportunity Employer

Girls Incorporated of Metro Denver is committed to diversity in principle and practice, both in the community at large and within the organization. We are, therefore, committed to having our internal operations and employment practices administered on a non-discriminating basis inclusive of, but not limited to, race, religion, color, socio-economic status, gender, age, sexual orientation, gender expression, military, or veteran status, physical or mental disability, marital status, or national origin.