



Marketing & Communications Manager

About Canal Alliance

Canal Alliance exists to break the generational cycle of poverty for Latino immigrants and their families by lifting barriers to their success. We are a nonprofit champion of immigrants who are challenged by a lack of resources and an unfamiliar environment.

Position Summary

The Marketing & Communications Manager is a full-time position that reports to the Development Director and works across the agency to expand and enhance audience engagement with Canal Alliance.

Responsibilities

Strategy and Planning

- Create and implement a marketing and communications strategy targeting key audiences in support of agency goals and strategic priorities
- Manage the budget for marketing, communications, and events
- Prepare reports and communications regarding activities, metrics and project outcomes for Canal Alliance's Board, Development Committee and Executive Team

MarComm and Branding

- Oversee and manage brand strategy and implementation for agency communications and events
- Lead and guide the development of print and electronic collateral, including but not limited to brochures, promotional video, newsletters, press releases and annual reports
- Serve as the primary content editor for fundraising appeals, annual reports, white papers, brochures, and other print and electronic collateral
- Support the development and implementation of electronic and print campaigns and guide
- Train and support staff, board and key volunteers in agency branding and messaging
- Manage the creation of branded promotional items

Media and Public Relations

- Actively maintain and develop relations with English and Spanish media outlets and cultivate media interest in Canal Alliance initiatives and activities
- Support the Development Director and Executive Team to coordinate responses to media requests
- Seek promotional opportunities for leadership to share their knowledge and expertise
- Track and report earned media successes across all social outlets and translate findings into action

Digital Media

- Manage digital marketing strategy, messaging and content development
- Supervise agency-wide email marketing strategy to improve efficiency and reach
- Maintain and develop the Canal Alliance website
- Work closely with agency leadership to implement media strategies aimed at brand-building, fundraising and volunteer outreach

Supervisory Role

- Supervise the Donor Communications Coordinator, a full-time support staff position
- Lead the inter-departmental Communications Committee
- Hire and supervise contractors to support projects, as needed
- Engage and supervise additional content writers, as needed

Knowledge, Skills, Abilities, and Qualities Required

Required Skills

- Excellent verbal and written communication skills with a positive, enthusiastic attitude
- Excellent analytical and abstract reasoning skills, with the ability to think strategically, creatively problem solve, and exercise good judgment
- Experience working cross-functionally with Development, and Executive and Program leadership
- Experience communicating effectively among diverse audiences and stakeholders
- Ability to work with minimal supervision, handle multiple tasks, and manage demanding situations effectively, showing initiative and being anticipatory rather than reactive
- Effective time management and work organization skills, with a high attention to detail
- Experience with web design, Google Analytics, Salesforce (or other CRM), and digital marketing platforms

Education and Experience Required

- Bachelor's degree or equivalent experience in Marketing, Communications or Digital Media
- Minimum of four years' experience in a related position
- Bilingual/biliterate in English/Spanish (*preferred*)

Additionally Desired

- Knowledge of issues impacting Latino immigrant and low-income communities

Compensation

This is a full-time, exempt position with benefits. We offer a competitive salary with a benefits package that includes 3 weeks paid vacation a year, 12 days of sick leave a year and 100% paid employee medical & dental insurance as well as long term disability and an employee assistance program. In addition, there are 16 paid holidays annually, a 403(b)-retirement plan and a Flex cafeteria plan.

Canal Alliance Equity and Inclusion Statement

Canal Alliance actively promotes and recognizes principles of fairness, equity, and social justice in relation to, and across, intersections of race, age, color, national origin, ethnicity, citizenship, sex, sexual orientation, gender identity, gender expression, religion, disability, ancestry and all other identities represented among our diverse employees.

By appreciating the importance of inclusion, we acknowledge that the collective and individual talents, skills, and perspectives of our staff foster a culture of belonging, safety, collaborative practice, innovation, and mutual respect. Canal Alliance is committed to the transformation of attitudes and systems that deprive any person or group of these principals.

Application Process

Please email your resume and cover letter to HR@canalalliance.org. Only electronic applications will be accepted. (Keep it green!) Please indicate "Marketing & Communications – YOUR NAME" in the subject line of your email.