



## Marketing and Communications Senior Manager

### About the Organization

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 Senior Manager is a full-time position that reports to the Development Director and supervises the full-time Communications Coordinator. As a primary ambassador for the organization, this position is skillful and effective at building relationships, internally and externally, to drive broad awareness and support for the organization for all primary audiences, including donors, clients, volunteers, partners, advocates and community members. This position collaborates extensively with diverse stakeholders, including the Executive team, to lead the development and implementation of marketing and communications strategies, and measures and reports on the success of marketing, communications and public relations efforts designed to elevate Canal Alliance's brand and expand and enhance audience engagement.

This position also supports program leadership to develop, implement and monitor strategies to educate and engage their target audiences. The position demands a creative and strategic thinker who is collaborative, effective, focused, organized, and detail-oriented, possesses strong writing and editing skills, and has effective customer service skills. A strong understanding of data management, analysis and reporting is also required to help sustain and grow marketing reach.

### Essential Functions:

#### Strategy and Planning – 15%

- Collaborate with the Development Director and Executive team to create and implement a marketing and communications strategy (including brand stewardship, media strategy, messaging, and public relations) targeting key audiences in support of strategic priorities and agency and programmatic goals
- Partner with Program leadership to develop and support the implementation of communications strategies and plans aimed at engaging client and advocate audiences
- 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

#### Marketing, Communications and Branding – 40%

- Oversee and manage agency's brand strategy and implementation for consistency in all print and digital assets ensuring alignment with agency's core values and mission
- Develop and communicate effective and consistent messaging about Canal Alliance's mission, strategies, programs, impact, and history
- Lead and guide the development of print and electronic collateral, including but not limited to brochures, promotional videos, newsletters, press releases and annual reports
- Support the development of print and digital fundraising campaign and appeal content and collateral for individual and institutional donor audiences

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415.454.2640

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- Support the planning and production of special events, including marketing, promotions, event collateral, media coverage and runs-of-show
- Serve as the primary content editor for marketing and communications projects, including newsletters, fundraising appeals, annual reports, white papers, brochures, and other print and electronic collateral; engage and supervise additional content writers, as needed
- Support the development and implementation of electronic and print campaigns
- Train and support staff, board and key volunteers in agency branding and messaging to ensure consistency of messaging across platforms, communications and events
- Manage the production of branded promotional items
- Hire and supervise contractors to support projects as needed, including writers, translators, graphic designers, videographers, event production teams, caterers, and photographers

#### Digital Media – 20%

- Manage digital marketing strategy, messaging and content development for donor, volunteer and partner audiences
- Support program and advocacy teams to develop messaging and share content to relevant client, community and advocate audiences
- Lead collaborative cross-departmental efforts to capture and share content related to programs, activities, clients and impact to support fundraising and donor engagement goals
- Supervise agency-wide email marketing strategy to improve efficiency and reach
- Maintain and develop the Canal Alliance website

#### Media and Public Relations – 10%

- Actively maintain and develop relationships with English and Spanish media outlets and cultivate media interest in Canal Alliance initiatives and activities
- Pitch members of the media to increase Canal Alliance’s placement in print, radio, tv and digital channels, and seek promotional and media placement opportunities for leadership to share their knowledge and expertise
- Implement media strategies aimed at brand awareness-building, fundraising and volunteer outreach
- Write speeches for events and presentations, and articles, press releases, letters to the editor, opinion editorials
- Support the Executive Team and Program Leadership to respond to media requests
- Manage the creation and placement of advertisements in print and digital media
- Track and report earned media successes across all outlets and translate findings into action

#### Supervisory Role – 15%

- Supervise the full-time Communications Coordinator

### **Knowledge, Skills, Abilities, and Qualities Required**

#### Required Skills

- Goal-oriented leader with a positive, collaborative, curious and enthusiastic attitude
- Demonstrated project management and organizational skills

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- Self-starter with excellent judgment and decision-making
- Excellent verbal and written communication skills, including presentation skills
- 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 seven years' experience in a related position, including two years of direct supervisory experience

#### Additionally Desired

- Knowledge of issues impacting Latino immigrant and low-income communities
- Bilingual/biliterate (English – Spanish) **strongly preferred**
- Some fundraising experience and/or interest in learning about nonprofit fundraising is preferred

#### **Compensation**

We offer a competitive salary with a benefits package that includes 3 weeks paid vacation a year, 12 days of sick leave, a voluntary vision plan and 100% paid employee medical & dental insurance. In addition, there are at least 10 paid holidays annually, a 403(b) retirement plan, a flex cafeteria plan, long term disability and an employee assistance program.

#### **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](mailto:HR@canalalliance.org). Only electronic applications will be accepted. (Keep it green!) Please indicate "Mkt Comm Mgr – YOUR NAME" in the subject line of your email.

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