



Marketing and Public Relations Manager

Relationship: Reports to Sr. Director of Marketing & Communications

Location: Primary Office in Norristown, PA with occasional weekends and overnight travel throughout Pennsylvania due to event participation.

Summary:

Special Olympics Pennsylvania (SOPA) seeks an enthusiastic Marketing and Public Relations Manager to assist in the planning and execution of its annual marketing and communications plan in accordance with the organization's strategic and major gifts campaign goals. The Marketing & Public Relations manager will help lead the development of strategies for PR, advertising, digital marketing, and marketing collateral development. Essential to this position is the ability to establish and expand brand recognition throughout the region.

Responsibilities:

- Participate in SOPA's annual strategic planning process as it pertains to marketing and communications; develop annual marketing/communications plans and calendars.
- Assist in the developing, implementing and monitoring SOPA's marketing and communications budget which includes expenses for design and printing, contracts with vendors for communications related services, and more.
- Develop, maintain and enhance strong relationships with members of the media throughout the Commonwealth of Pennsylvania in the regions that SOPA serves.
- Utilize SOPA's media calendar to develop and pitch stories to media outlets. Write and disseminate press releases and media advisories for newsworthy events; Work with staff to identify and vet appropriate spokespersons for stories.
- Identify opportunities to promote and publicize regional initiatives, programs and events; Leverage SOPA's 50th anniversary (2020), Inclusion Revolution Major Gifts Campaign and reorganization.
- Assist in building a pool of highly talented celebrities to play external ambassador roles at all levels, as detailed in SOPAs Strategic Plan.
- Design and/or review, edit and approve all marketing and graphics/print projects, ensuring that all expenditures are within budget and aligned with results and value.
- Design and/or lead the design efforts for all marketing collateral including e-newsletters, flyers, brochures, signage, print and digital media, logos, t-shirt designs, strategic plans, annual reports, etc.; Manage the creative for special event (fundraising and competition) marketing campaigns.
- Partner with the Digital Marketing Communications Coordinator to create strategic digital media plans to support brand objectives.
- Assist in the creation of content for and maintenance of the SOPA website and associated sub-sites (PlungePA.org and StadiumRun.org).
- Manage relationships with outside consultants/vendors including copywriters, printers, photographers, videographers, consultants, web and graphic designers, etc.
- Serve as assistant staff lead for both the Board-led Marketing and Social Media Advisory Committees which currently meet quarterly. Create agendas, send out meeting reminders, etc.

- Build and maintain relationships with internal and external colleagues in order to identify media opportunities and work jointly on campaigns.
- Manage adherence to organization branding standards and how it is reflected in all internal and external communications.
- Maintain accurate records regarding media impressions and advertisement placements, creating reports to help measure success.
- Assist with a variety of questions/ needs that arise or are requested from local programs; Work with a 3rd party vendor to bring all SOPA local program websites into structural and design alignment with the State website, as detailed in SOPAs Strategic Plan.
- Assist in the coordination and facilitation of quarterly Public Relations Coordinator Calls/Webinars for continued local program volunteer education; Help lead annual Leadership Conference sessions geared towards marketing and PR.
- Manage the Marketing & Communications internship process, overseeing the recruitment, application and advisement of internship candidates.
- Serve as the lead staff coordinator for the biennial Hall of Fame event held in conjunction with the Leadership Conference.
- Provide support in the areas of development and communications at state and sectional competitions, which may include managing and guiding Opening Ceremonies presentations when necessary and coordinating efforts with Games Organizing Committees.
- Other duties as assigned by the Sr. Director of Marketing & Communications.

Requirements:

- Bachelor's or higher in marketing, communication, design, public relations or related field required.
- A minimum of 5 years' experience in PR, marketing, communications or related experience.
- Proven media relations experience and demonstrated news coverage placements.
- Strong portfolio demonstrating ability to produce effective graphic design and copy writing. Includes a good eye for design.
- Proficient in Windows and Adobe software programs: Word, PowerPoint, Adobe Creative Suite 6 (InDesign, Photoshop, Illustrator) and Google Apps.
- Excellent communication skills, both written & verbal, including copy editing and proofreading.
- Project leadership skills and the ability to excel in a fluid, cross-functional and collaborative team environment.
- Ability to work independently or as a member of a team.
- Ability to communicate effectively with news media, constituents and other stakeholders, professional colleagues, vendors/consultants, and the general public.
- Creativity in identifying, initiating and securing media opportunities.
- Attention to detail, ability to prioritize, strong time management skills.

Interested applicants should email a cover letter, resume, salary history/requirements and references to careers@specialolympicspa.org.