



Mamatoto Village, Inc

POSITION DESCRIPTION

Position Title:	Marketing and Communications Manager
Reports To:	Executive Director
Customary Work Hours:	Full-Time-Exempt
Customary Work Days:	40 hours per week

SUMMARY

Mamatoto Village is a 501 (c)(3) non-profit organization devoted to creating career pathways for Women of Color in the field of public health and human services; and providing accessible perinatal support services designed to empower women with the necessary tools to make the most informed decisions in their maternity care, their parenting, and their lives.

By offering creative solutions to combating health disparities for moms, babies and their families, Mamatoto Village's innovative approach increases awareness, fosters a space for resilience and building upon women's strengths, and encourages the family to adopt healthy lifestyles that promote community transformation. We believe that the right to health and self-preservation according to one's own will is a basic human right; therefore, if women, due to socioeconomic status, ethnicity, or citizenship status, lack access to the information and tools they need to preserve their lives; the lives of their children; and long-term interests, then it is considered a violation of their rights as humans. Mamatoto Village is dedicated to acting towards the cause of reproductive justice in the best capacity possible. Additionally, we believe that women can be strengthened by other women from their communities to give rise to a more cohesive and supportive environment for childrearing and family wellness.

POSITION OVERVIEW

The Marketing and Communications Manager is a new role and will bring a new focus to communications and broaden Mamatoto Village's reach. The Manager of Communications and Marketing, reporting to the Executive Director, works in close partnership with the Development Manager and provides strategic communications to support board development.

The Marketing and Communications Manager is responsible for leading, executing, and analyzing Mamatoto Village's annual communications plan. The ideal candidate has a clear grasp of the core components of marketing and strategic communication, with particularly strong experience in copywriting, branding, website, social media, producing print and electronic collateral (including newsletters, brochures, annual reports, direct mail, etc.), storytelling, and project management.

ATTRIBUTES OF COMPETITIVE CANDIDATES

To be maximally successful in this role, you need to be:

- ◆ A dynamic and poised professional who will represent Mamatoto Village's work with enthusiasm and authenticity
- ◆ Someone who values diversity and is amenable to working alongside allies to promote social and reproductive justice
- ◆ A strong writer with experience creating compelling content
- ◆ A natural people person who appreciates that everyone has an important story to tell
- ◆ A practiced public speaker who can think on your feet
- ◆ Highly attentive to details and quality
- ◆ A creative thinker willing to test out new ideas
- ◆ A strong self-motivator
- ◆ An exceptional communicator and networker
- ◆ Experienced working on a community-based level and knowledgeable about maternal health issues

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty and responsibility satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. Other duties may need to be assigned to meet organizational needs.

Leadership and Marketing Strategy

- ◆ Contribute positively to organizational culture and reflect Mamatoto Village's values
- ◆ Actively engage with Mamatoto Village staff and clients to truly understand Mamatoto Village's mission and vision and to gather stories for development communications

- ◆ Work with Mamatoto Village's leadership team to develop and execute its annual communications calendar, content plan, and design and approval process that covers all social media, online and offline communications
- ◆ Develop strong and consistent branding and messaging for Mamatoto Village
- ◆ Collaborate with team members to develop creative and mission-centric messaging that articulates the special role Mamatoto Village plays in serving Black mothers

Organize and Oversee External Organizational Communications

- ◆ Manage creation, development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, annual report, e-newsletters, Mamatoto Village website, and social media accounts
- ◆ Utilize Google Analytics, paid advertising, and digital strategy to expand virtual reach
- ◆ Work with Mamatoto Village team members to collect, organize, and share compelling stories from Mamatoto Village's clients and staff
- ◆ Collaborate with the Development Manager to craft and execute a multi-channel content strategy and campaigns for fundraising

Advocacy and Operations

- ◆ Support and promote Mamatoto Village's advocacy efforts through established communications
- ◆ Determine and track engagement metrics to determine the success of Mamatoto Village's marketing efforts

SKILLS AND REQUIREMENTS TO FOSTER SUCCESS

- ◆ A Bachelor's degree and 3-5 years of marketing and communications experience
- ◆ Demonstrable experience and success as a marketing generalist, with hands-on practice at branding, messaging, website, social media, producing print and electronic collateral (including newsletters, brochures, annual report, e-newsletters, direct mail, etc.), and storytelling
- ◆ Excellent verbal and written communication skills
- ◆ Extensive experience working with online platforms such as MailChimp, Canva, Google products, WordPress, social media platforms, and other platforms that enable and enhance digital presence
- ◆ A documented history of successfully driving projects to completion
- ◆ A demonstrated ability to understand and articulate complex issues

- ◆ Enthusiasm to propose fresh ideas without prompting by leadership, openness to feedback on those ideas, and persistence to bring those ideas to life
- ◆ A passion for doing transformative work with exceptional people while not taking yourself too seriously
- ◆ A “teamwork” mindset and the ability to work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organizational effectiveness

HOW TO APPLY FOR THIS JOB

Candidate should send the following, with “Development Manager” in the subject heading to HR@mamatotovillage.org

- Current resume
- A writing and digital sample authored by the candidate that serves as an example of marketing an organizational event or cause and external communication such as a newsletter, press release, etc.
- A cover letter with:
 - Available start date
 - 2 professional references
 - Salary range

BENEFITS

- Generous PTO
- 10 Paid holidays
- HRA for Health and Dependent Care
- Professional Development
- Quarterly Team Building
- Flexible work environment