



MARKETING AND COMMUNICATIONS MANAGER

JOB DESCRIPTION:

The Marketing and Communications Manager reflects the mission, vision, and values of Maestro Cares Foundation (MCF), adheres to the foundation's brand identity, and is responsible for supporting the development department by coordinating, executing, monitoring, and measuring the foundation's marketing and communications efforts. The Marketing and Communications Manager will work independently and, in a team, to fulfill organizational goals and initiatives related to projects, programs and events, by developing and executing communication efforts with the goal of increasing visibility, engagement, and website and social media traffic. The ideal candidate is energetic, inventive, hardworking, social media and web-savvy, and brimming with ideas about creative ways to engage online audiences with the mission of the foundation.

The Marketing and Communications Manager is responsible for supporting the Director of Corporate Giving and Sponsorship and overseeing the graphics team members by giving strategy and direction, revising copy, and executing marketing collateral, email marketing campaigns, online event listings, blog pages, and other print media on the foundation's behalf. The ideal candidate is an individual who is a proactive problem solver, a strategic thinker, and highly communicative with superior writing and editing skills.

This position will report to the Director of Corporate Giving and Sponsorship (interim Executive Director)

RESPONSIBILITIES:

Marketing and Communications:

- Contributes to the planning, execution, and delivery of tactics necessary to launch comprehensive communications campaigns.
- Develop marketing collateral for the foundation's projects, programs and events that aligns with the foundation's brand standards (i.e., promotional flyers, programs, etc.).
- Creates timelines for each project and campaign and manages them to ensure delivery.
- Develop social media strategies that leverage editorial content across a variety of channels as well as drive reader engagement resulting in increased number of donors and constituents.
- Serve as Managing Editor for select publications; primary tasks include content development, writing, editing, and fact-checking.
- Authors and edits letters, email blasts, social media posts, and other communications, and oversees design elements.
- Create and develop bilingual content and manage the distribution of electronic collateral materials
- Manage direct mail communications to donors including writing articles, design, printing and mailing process for the annual report, and several appeal mailings per year.
- Develop copy for all graphics projects and managing content in a variety of platforms.
- Coordinate the production of the designs and edits of all graphics for print or web, including but not limited to flyers, banners, ads, and newsletters as needed.
- Manage electronic communications efforts including writing and designing monthly e-newsletters via Mailchimp.
- Conduct participant interviews and testimonials to use in marketing materials.

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- Photograph or video record MCF events or activities to use in marketing campaigns.
- Coordinate the production of video content for the MCF website and YouTube channel.
- Coordinate and execute e-mail campaigns, meeting deadlines, following timelines, and ensuring uniformity of content/messaging.
- Lead creative marketing strategies for social media campaigns to achieve set goals.
- Manage content calendar, oversee the efforts of social media agency, including analytics report tracking progress of all social media activity and engagement.
- Provide monthly and by request weekly reports to the Development Director and Executive Director
- Stay up to date with the latest social media and nonprofit trends and practices.
- Support foundation-wide communications needs as necessary.
- Write Press Releases
- Serve as MCF lead PR contact off and on-site

Website Editing:

- Work with staff and subject matter experts to develop relevant, meaningful content and maintain foundation content strategy and web standards.
- Work with staff and web vendors to continuously improve the usability, design, and content of the foundation's website.
- Update language and notifications on the organization's website as necessary.
- Write and publish monthly blogs on the organization website.
- Monitor and report regularly on website analytics and take corrective action when needed.

Other:

Maestro Cares Foundation employees are expected to be flexible and to take on additional duties as assigned, according to the organization's needs and the staff member's skills and abilities. Because we are a non-profit that serves the community, some events or projects may require an occasional night or weekend.

QUALIFICATIONS:

- Bachelor's degree in Marketing, Communications, Journalism, or related field.
- Minimum 3-5 years of experience in communications, marketing, and/or public relations.
- Exceptional verbal and written communications skills, including proficiency in copywriting, proofreading required
- Proficient in all Microsoft applications.
- Highly motivated and proactive, with a "can-do" attitude.
- Demonstrated social media experience, including writing, editing, and publishing content for specific audiences (internships count towards years of experience)
- Experience with Adobe's Creative Suite (Photoshop, Illustrator, InDesign Canva and CRM database management).
- Creative eye for engaging and aesthetically pleasing content
- Excellent attitude and interpersonal & networking skills – able to communicate with those people you do not know.
- Firm grasp of social media tools and platforms including Facebook, Instagram, YouTube, Twitter, LinkedIn, Tik Tok, and others

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- Demonstrated written and oral communication skills in English and Spanish, including copywriting, newsletters, and blog posts
- Ability to work collaboratively in a team environment and manage multiple projects effectively.
- Strong attention to detail and understanding of layout, typography, composition, and other design principles
- Must possess a high level of flexibility, technical capacity, and time management skills
- Demonstrate a proactive approach, personal effectiveness, and the ability to collaborate and keep composure under pressure.

COVID-19 considerations: All in-person employees of the Maestro Cares Foundation must show proof of Covid-19 vaccination, including a booster shot.

Job Details: Full-time exempt, in-office position, the candidate must be based in Chicago, IL.

Benefits:

- Health insurance
- Dental insurance
- Vision insurance
- Life insurance
- STD and LTD insurance
- 401(K) & matching contributions.

Schedule:

Monday to Friday 9am to 5pm or 10am to 6pm

Salary and Application Details: MCF offers a competitive salary commensurate with the applicant's skills and experience.

Pay: TBD per year

Send resume, cover letter, and writing samples (ONE PAGE ONLY EACH ONE in English and Spanish) to jobs@maestrocared.org with "Marketing and Communications Manager" in the subject line. In the email, please mention three reasons why you're interested in working at Maestro Cares Foundation."

NO PHONE CALLS.

About Maestro Cares Foundation:

Maestro Cares Foundation is a nonprofit organization dedicated to creating healthy and safe environments for disadvantaged children in Latin America. Founded in 2012 by Marc Anthony and Henry Cárdenas, the foundation aims to shape tomorrow's leaders by providing housing, education, healthcare, and recreational activities. With projects spanning across various countries, MCF continues to make a positive impact on the lives of children in need.

Thank you for your interest in joining the Maestro Cares Foundation team!