Manager, Marketing & Communications  
Women’s Business Enterprise National Council (WBENC)

The Women’s Business Enterprise National Council (WBENC) is seeking a Marketing & Communications Manager to serve as an integral part of the Marketing & Communications team for WBENC, a national non-profit dedicating to the growth and empowerment of women-owned businesses.

About the Marketing & Communications Manager Position

The Marketing & Communications Manager will lead marketing and communications projects, including program marketing campaigns, brand campaign ideation and execution, web and email content management, and audience segmentation and analytics. This is a fast-paced, hands-on opportunity to lead digital marketing and communication projects and contribute meaningfully to one of the nation’s leading non-profits for women entrepreneurship.

The ideal candidate will be skilled in working with graphic design, digital marketing tools, social media, email and overall campaign management. The right candidate for this role will also be detail-oriented, solutions-focused, a self-starter, and full of ideas on how to elevate WBENC and promote women-owned businesses.

Responsibilities

- Work closely with the Marketing & Communications team to plan and execute WBENC brands, programs and event marketing and campaigns
- Coordinate and implement program and event marketing, including content creation, deliverables, visual identity, processes, calendars, forms and templates
- Lead ongoing website updating, maintenance and redesign projects including graphics, content and editing, video, and photo and logo management
- Ensure brand consistency for WBENC touchpoints and audiences via WBENC brand standards and content guidelines
- Collect and analyze quantitative and qualitative data from marketing campaigns to contribute to continuous improvement and new opportunities
- Contribute to the overall marketing and communications strategy and planning

Requirements
• Experience in marketing, communications, and/or digital marketing
• In-depth experience with the following: Wordpress, Adobe Creative Suite, Mailchimp, PowerPoint, Google Analytics, Sprout Social, Canva, Airtable
• Proven ability to successfully manage several projects/initiatives simultaneously, with high attention to detail and organization
• Proven ability to adapt to changing priorities and respond accordingly
• Positive attitude, with a willingness and ability to receive and apply constructive feedback for constant learning and growth

**Required Education and Experience**

1. Bachelor’s degree in Marketing, Communications, or related field; Master’s degree preferred but not required
2. 3-5 years or more of professional experience in a full-time marketing role

**Work Environment**

This job may operate from the main workplace or by telecommuting. This role routinely uses standard office equipment such as computers, printers, phones and photocopiers. This position is also required to travel at least 4 times annually to events across the U.S. and assist with a variety of tasks.

**Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

This role requires a mixture of sedentary work and actively traveling and assisting with WBENC events. This would require the ability to sit and/or stand for extended periods, walk extensively, and lift up to 50 lbs.

**Position Type/Expected Hours of Work**

This is a full-time position, and hours of work are generally Monday through Friday, 8:00 a.m. to 5:00 p.m. EST. However, hours will vary depending on projects, events and travel.

**Travel**

This position requires up to 25% travel.

**EEO Statement**

WBENC is an Equal Opportunity Employer and provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, WBENC complies with applicable state and local laws governing nondiscrimination in employment in every location in which the organization has facilities. This policy applies to all terms and conditions of employment, including
recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.