



WOMEN'S BUSINESS ENTERPRISE
NATIONAL COUNCIL

JOIN FORCES. SUCCEED TOGETHER.

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 execute and 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 developing and working with graphic designs, 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

- Create and lead day-to-day execution of marketing and communications efforts related to WBENC programs and events
- Work closely with the Senior Director, Marketing & Communications and Marketing and Communications Coordinator, to plan and execute WBENC brands, programs and event marketing and campaigns
- Coordinate and implement program and event marketing, including email campaigns, 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

- 3-5 years (or more) of experience in marketing, graphic design, communications, and digital marketing, including managing projects
- 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
- Design capabilities including creation of program logos, social media and website graphics, presentations and email templates
- 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
- ***In addition to a resume, interested candidates must include a portfolio containing 3-5 design samples (social media graphics, websites, logos, ads, etc.)***

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 experience in a full-time marketing role, ideally within a non-profit marketing team or a marketing agency setting

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.